

BIRD

FLOORS & WALLS



• 1956

1795 - 1956

The United States was just getting started as a nation in 1795. But it had more than its share of honest, hard-working men with a touch of vision and a talent for quality in whatever they produced.

Such a man was George Bird when — 161 years ago — he started a paper mill in Massachusetts. Bird products soon gained an impressive reputation for excellence that was early rewarded.

In 1810, Bird was awarded a contract by the government to manufacture the paper on which United States currency was printed.

The mill on the Neponset River grew — and kept pace with the increasing demands of a growing nation. Today Bird continues the manufacture of fine industrial papers — and many other diversified quality products including roofing, siding, shoe cartons, horticultural containers, railroad tie-pads, shipping cases and finest smooth surface floor coverings.

Bird's venture into the then little known field of smooth-surface floor coverings was made 68 years ago. As one of the very first to produce enamel surface floor coverings commercially in the United States, Bird was confronted with all the unsolved problems of manufacturing this new product. The answers were found after years of persistent research, experiment, and trial and error. This pioneer work played a major role in launching the new industry. In 1912, Bird completed its enamel surface floor covering plant in Norwood, Mass. Just under one million square yards was produced that first year.

Development has steadily continued with new products, new processes, new manufacturing techniques. In 1951, the now famous *Plastic Fortified Enamel* was introduced, making Bird Floor Coverings longer wearing, easier to clean, providing more gleaming finish. In 1953, a change in linoleum production methods made possible *Bird Texture Tile* and *Textured Linoleum* yard goods. The very pleasing new design and smoother surface of this linoleum made it an immediate success. Last year, the most modern linoleum producing machinery in existence today was installed to keep pace with the ever increasing demand for Bird resilient floor coverings . . . to provide the finest in modern linoleum grades.

Today as for 161 years, Bird & Son, inc., continues to provide the American Public with the very finest products for home and industry. The Bird trademark continues to mean outstanding "quality" . . . signifies fine craftsmanship and progressive product development.

The Story of Bird



The Old Mill

NEW PATTERNS

LINOLEUM TILE and YARD GOODS

TEXTURE TILE AND YARD GOODS

Page
6a

SUPER GRADE RUGS

6962 6964 6969

8a

QUALITY GRADE RUGS

SEAMLESS FLOORS and YARD GOODS

3952 1952 9952 S-9952
3955 1955 9955 S-9955
3959 1959 9959 S-9959

34a

3962 1962 9962 S-9962
3964 1964 9964 S-9964
3969 1969 9969 S-9969

34b

Page

TEXTURE TILE AND YARD GOODS
TILE REQUIREMENT CHART
MARBLEIZED TILE AND YARD GOODS

5
6
7

6633 6635 6636
6870 6875 6879
6890 6893 6895
6900 6904 6905
6912 6914 6919
6920 6922 6924 6925
6933 6935 6939

9
11
13
15
17
19
21

2353 2354 2355
2411 2413 2415 2417
2430 2433 2434 2435
2440 2441 2444
2450 2451 2454 2455
2460 2464 2468 2469

23
25
27
29
31
33

Yard Goods — widths
2 yds. 3 yds. 4 yds. Seamless Floors
12 x 12 12 x 15 12 x 18

3633 1633 9633 S-9633
3635 1635 9635 S-9635
3637 1637 9637 S-9637
3639 1639 9639 S-9639

35

3834 1834 9834 S-9834

37

3844 1844 9844 S-9844
3845 1845 9845 S-9845

39

3864 1864 9864 S-9864
3869 1869 9869 S-9869

41

3870 1870 9870 S-9870
3875 1875 9875 S-9875
3879 1879 9879 S-9879

43

3890 1890 9890 S-9890
3895 1895 9895 S-9895

45

1900 9900 S-9900 S-9900
1901 9901 S-9901 S-9901
1904 9904 S-9904 S-9904
1905 9905 S-9905 S-9905

47

3912 1912 9912 S-9912
3914 1914 9914 S-9914
3919 1919 9919 S-9919

49

1933 9933 S-9933
1935 9935 S-9935
1939 9939 S-9939

51

3944 1944 9944 S-9944
3949 1949 9949 S-9949

53

		Page
WALL COVERING	W770 W776 W771 W777 W773 W778 W774 W779 W775	55
COUNTER COVERING	C780 C783 C784 C785 C787 C790 C791 C793 C794 C795 C797	57
RUG BORDER	124 126 152 153	59
RUBBERLIKE LINING FELT	RUBBERLIKE RUNNER — 27", 36" WIDE RUBBERLIKE STAIR TREADS — 9" x 18" $\frac{3}{4}$ Lb. DRY, SEMI-SAT., #15 SAT.	61
MAINTENANCE	Shipping Weights and Yardages	62

Bird Linoleum

Bird Linoleum Tile

Dramatic colors . . . superb styling . . . supreme quality . . . combine to make Bird Linoleum and Bird Linoleum Tile one of America's foremost floor covering choices. Each is truly fine fashion floor coverings in a tradition that spells artistry, craftsmanship, character.

Have It *Your* Way —

- ★ ***Bird Textured Linoleum*** — a modestly textured styling in a directional design that lends expansive grace and sweep to a room.
- ★ ***Bird Texture Tile*** — smoothly textured styling in a flow of handsome color, the pattern acquires new versatility in tile. May be laid in monochromatic scheme or in a combination of colors; the over-all room design is personally yours.
- ★ ***Bird Marbleized Linoleum*** — provides the classic dignity of pure majestic marble with richness of color and depth of beauty.
- ★ ***Bird Marbleized Linoleum Tile*** — gives the classic dignity of polished marble in handsomely precise 9" x 9" squares. May be used singly or in a variety of colors to give a design effect patterned to the room or to individual taste.

Exquisite Colors are fabulously tasteful, exhilaratingly modern, decoratively ideal . . . borrowed from nature to bring freshness and beauty to a room. Whether you prefer soft misty pastels, crisp clean hues, or the elegant simplicity of the in-between, your choice will reflect discrimination and discerning good taste.

Sturdy Quality. The same fine quality for which Bird has long been known is inherent in Bird Linoleum and Bird Linoleum Tile. Color goes all the way through to the back . . . retains its original beauty for years! The thick wear layer will last and last.

Cleans So Easily. The extra creamy smoothness for which Bird linoleum is famed makes cleaning easier, helps keep floors looking ever fresh, ever new.

Pleasant to Walk On. Its buoyant resiliency makes it pleasant to walk on, gives cushioned comfort for your feet.

Exceptional Value. Long service combines with modest price to yield unbeatable value. For a few dollars a year, you get the finest in quality, the ultimate in wear. It's your smartest home investment.

Bird Linoleum Tile Is Easy to Install. You can lay it yourself . . . it's fun, it's easy . . . and you'll save money. Precision-cut 9" x 9" tile provides a perfect fit.

BIRD TEXTURED LINOLEUM AND TILE

Precision cut 9" x 9" Tile
and two yards wide Roll
Goods are available in Super
Grade and Quality Grade.

Opal Fire



SUPER GRADE
TT 0218-Tile
0218-Yd. Gds.

QUALITY GRADE
TT 0118-Tile
0118-Yd. Gds.

Fairway



SUPER GRADE
TT 0250-Tile
0250-Yd. Gds.

QUALITY GRADE
TT 0150-Tile
0150-Yd. Gds.

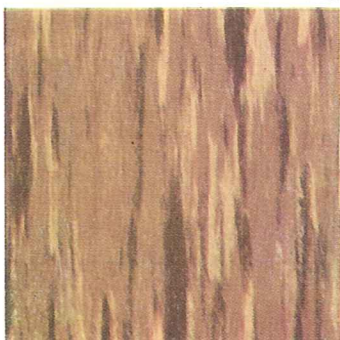
Pinecone



SUPER GRADE
TT 0251-Tile
0251-Yd. Gds.

QUALITY GRADE
TT 0151-Tile
0151-Yd. Gds.

Woodland



SUPER GRADE
TT 0252-Tile
0252-Yd. Gds.

QUALITY GRADE
TT 0152-Tile
0152-Yd. Gds.

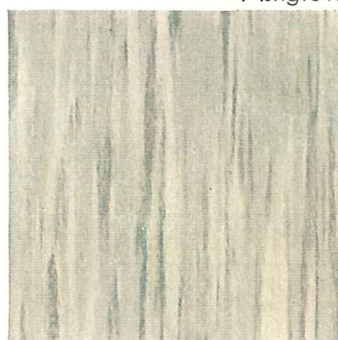
Bluebonnet



SUPER GRADE
TT 0253-Tile
0253-Yd. Gds.

QUALITY GRADE
TT 0153-Tile
0153-Yd. Gds.

Ashglow



SUPER GRADE
TT 0254-Tile
0254-Yd. Gds.

QUALITY GRADE
TT 0154-Tile
0154-Yd. Gds.

Blaze



SUPER GRADE
TT 0255-Tile
0255-Yd. Gds.

QUALITY GRADE
TT 0155-Tile
0155-Yd. Gds.

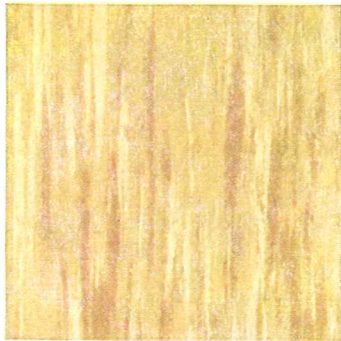
Raven's Wing



SUPER GRADE
TT 0256-Tile
0256-Yd. Gds.

QUALITY GRADE
TT 0156-Tile
0156-Yd. Gds.

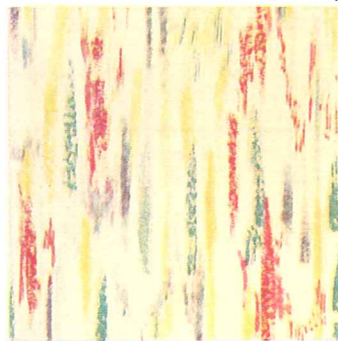
Goldenrod



SUPER GRADE
TT 0257-Tile
0257-Yd. Gds.

QUALITY GRADE
TT 0157-Tile
0157-Yd. Gds.

Sunray



SUPER GRADE
TT 0258-Tile
0258-Yd. Gds.

QUALITY GRADE
TT 0158-Tile
0158-Yd. Gds.

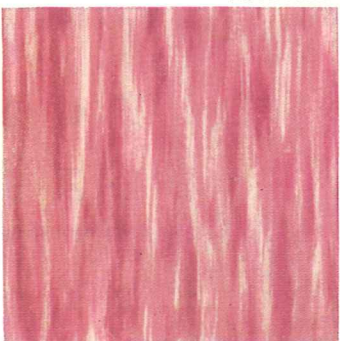
Ruby Flash



SUPER GRADE
TT 0259-Tile
0259-Yd. Gds.

QUALITY GRADE
TT 0159-Tile
0159-Yd. Gds.

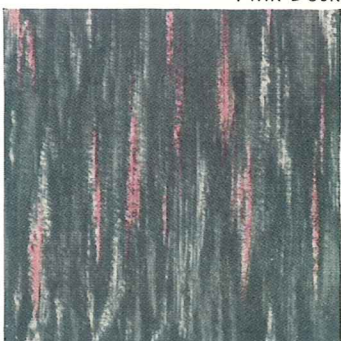
Roseblush



SUPER GRADE
TT 0265-Tile
0265-Yd. Gds.

QUALITY GRADE
TT 0165-Tile
0165-Yd. Gds.

Pink Dusk



SUPER GRADE
TT 0269-Tile
0269-Yd. Gds.

QUALITY GRADE
TT 0169-Tile
0169-Yd. Gds.

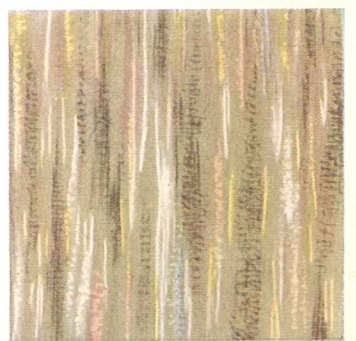
Shady Dell



SUPER GRADE
TT 0270-Tile
0270-Yd. Gds.

QUALITY GRADE
TT 0170-Tile
0170-Yd. Gds.

Tanbark



SUPER GRADE
TT 0278-Tile
0278-Yd. Gds.

QUALITY GRADE
TT 0178-Tile
0178-Yd. Gds.

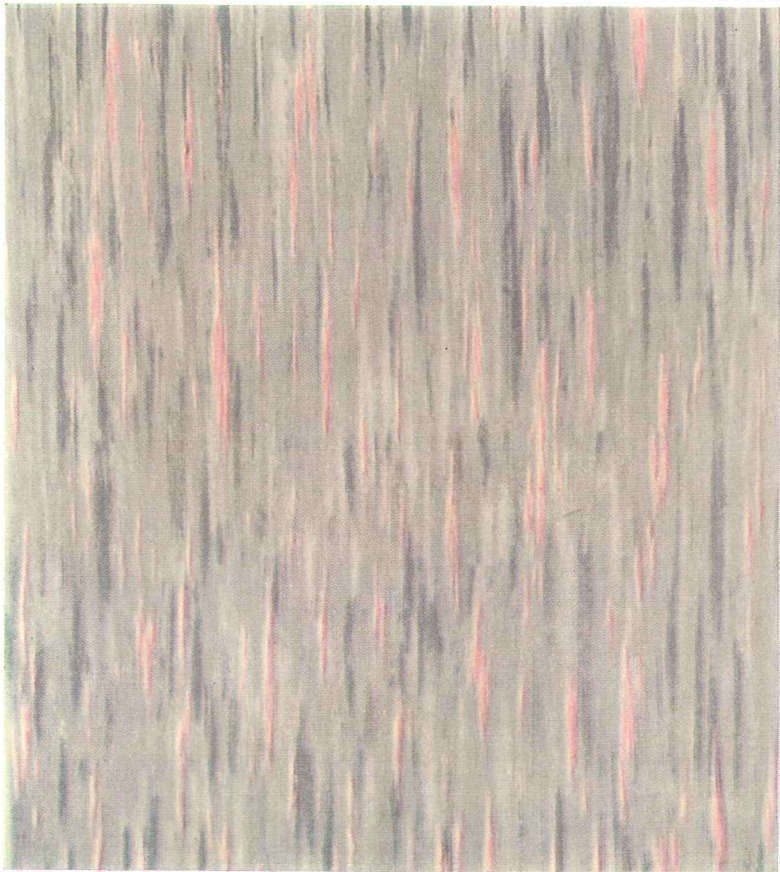
BIRD Linoleum Tile Requirements Chart

The Heavy Black figures at the top and left side represent the width and length of the room (in feet). To find the number of Bird Linoleum Tiles needed to cover an area 6' x 9' for example, point out the figure 6' at top, then run your finger down that column to the number in the line opposite the figure 9'. The answer is 96 tiles.

ROOM WIDTH

LENGTH	3'	4'	5'	6'	7'	8'	9'	10'	11'	12'	13'	14'	15'	16'	17'	18'	19'	20'	21'	22'	23'	24'	25'
3'	16	22	27	32	38	43	48	54	59	64	70	75	80	86	91	96	102	107	112	118	123	128	134
4'	22	29	36	43	50	57	64	72	79	86	93	100	107	114	121	128	136	143	150	157	164	171	178
5'	27	36	45	54	63	72	80	89	98	107	116	125	134	143	152	160	169	178	187	196	205	214	223
6'	32	43	54	64	75	86	96	107	118	128	139	150	160	171	182	192	203	214	224	235	246	256	267
7'	38	50	63	75	88	100	112	125	137	150	162	175	187	200	212	224	237	249	262	274	287	299	312
8'	43	57	72	86	100	114	128	143	157	171	185	200	214	228	242	256	271	285	299	313	328	342	356
9'	48	64	80	96	112	128	144	160	176	192	208	224	240	256	272	288	304	320	336	352	368	384	400
10'	54	72	89	107	125	143	160	178	196	214	232	249	267	285	303	320	338	356	374	392	409	427	445
11'	59	79	98	118	137	157	176	196	216	235	255	274	294	313	333	352	372	392	411	431	450	470	489
12'	64	86	107	128	150	171	192	214	235	256	278	299	320	342	363	384	406	427	448	470	491	512	534
13'	70	93	116	139	162	185	208	232	255	278	301	324	347	370	393	416	439	463	486	509	532	555	578
14'	75	100	125	150	175	200	224	249	274	299	324	349	374	399	424	448	473	498	523	548	573	598	623
15'	80	107	134	160	187	214	240	267	294	320	347	374	400	427	454	480	507	534	560	587	614	640	667
16'	86	114	143	171	200	228	256	285	313	342	370	399	427	456	484	512	541	569	598	626	655	683	712
17'	91	121	152	182	212	242	272	303	333	363	393	424	454	484	514	544	575	605	635	665	696	726	756
18'	96	128	160	192	224	256	288	320	352	384	416	448	480	512	544	576	608	640	672	704	736	768	800
19'	102	136	169	203	237	271	304	338	372	406	440	473	507	541	575	608	642	676	710	744	777	811	845
20'	107	143	178	214	249	285	320	356	392	427	463	498	534	569	605	640	676	712	747	783	818	854	889
21'	112	150	187	224	262	299	336	374	411	448	486	523	560	598	635	672	710	747	784	822	859	896	934
22'	118	157	196	235	274	313	352	392	431	470	509	548	587	626	665	704	744	783	822	861	900	939	978
23'	123	164	205	246	287	328	368	409	450	491	532	573	614	655	696	736	777	818	859	900	941	982	1023
24'	128	171	214	256	299	342	384	427	470	512	555	598	640	683	726	768	811	854	896	939	982	1024	1067
25'	134	178	223	267	312	356	400	445	489	534	578	623	667	712	756	800	845	889	934	978	1023	1067	1112

Pink Cloud



No. 0224 Super Grade }
No. 0124 Quality Grade } 2 yds. wide

Pink Cloud



SUPER GRADE QUALITY GRADE
TT 0224-Tile TT 0124-Tile

Charcoal Rainbow

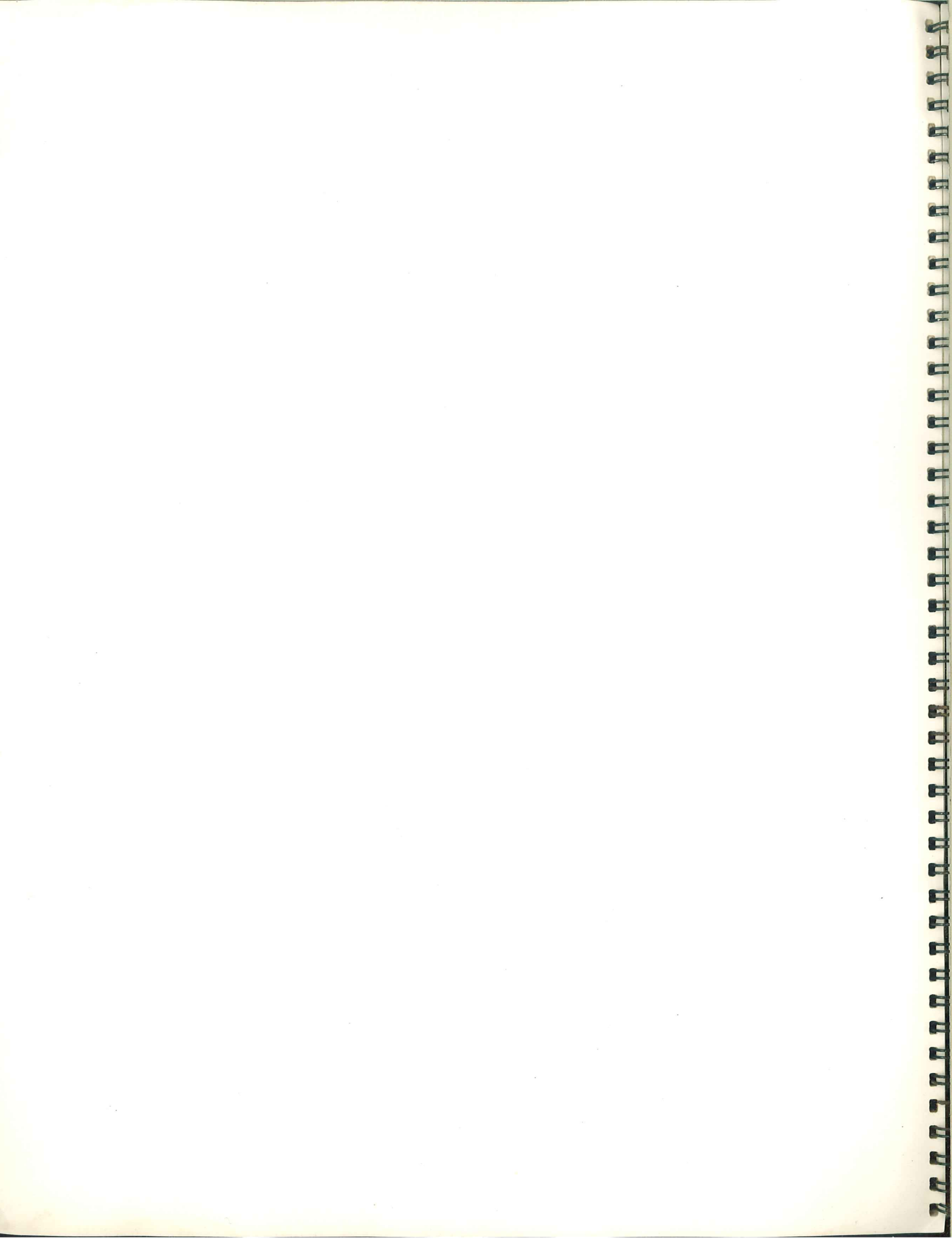


No. 0239 Super Grade }
No. 0139 Quality Grade } 2 yds. wide

Charcoal Rainbow



SUPER GRADE QUALITY GRADE
TT 0239-Tile TT 0139-Tile

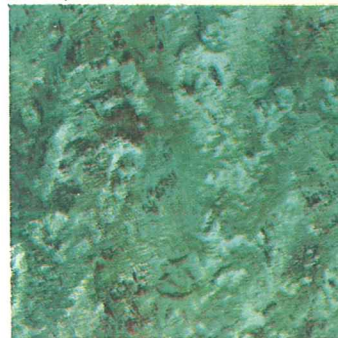


BIRD MARBLEIZED LINOLEUM AND TILE

CLASSIC DIGNITY and crisp bright colors combine in Bird Marbleized Linoleum and Tile to give the room a sleek modern appearance of exceptional beauty. Fine Bird quality makes them a smart home investment . . . insures exceptional clarity of color, ease of cleaning, and sturdy durability. They're a joy to see, a comfort to use.

Bird Marbleized Linoleum Tile comes in handsomely precise 9" x 9" squares. It's economical — excellent and rewarding for the "do-it-yourself" enthusiast. Colors may be used singly or in variety to give a design effect patterned to the room or to individual taste.

Shady Dell



SUPER GRADE	QUALITY GRADE
T 0200-Tile	T 0100-Tile
0200-Yd. Gds.	0100-Yd. Gds.

Raven's Wing



SUPER GRADE	QUALITY GRADE
T 0206-Tile	T 0106-Tile
0206-Yd. Gds.	0106-Yd. Gds.

Goldenrod



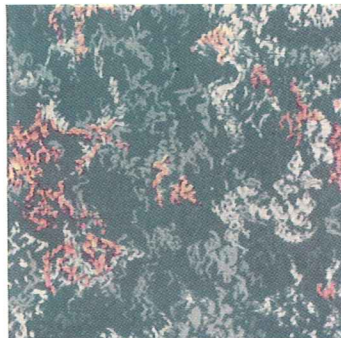
SUPER GRADE	QUALITY GRADE
T 0207-Tile	T 0107-Tile

Roseblush



SUPER GRADE	QUALITY GRADE
T 0215-Tile	T 0115-Tile
0215-Yd. Gds.	0115-Yd. Gds.

Pink Dusk



SUPER GRADE	QUALITY GRADE
T 0219-Tile	T 0119-Tile
0219-Yd. Gds.	0119-Yd. Gds.

Blaze



SUPER GRADE	QUALITY GRADE
T 0245-Tile	T 0145-Tile

Sunglow



SUPER GRADE	QUALITY GRADE
T 0267-Tile	T 0167-Tile
0267-Yd. Gds.	0167-Yd. Gds.

Ashglow



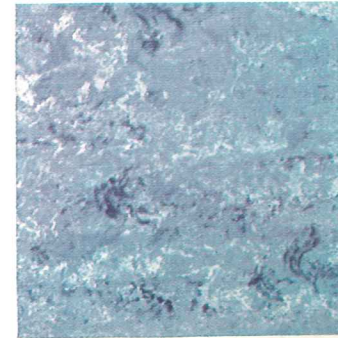
SUPER GRADE	QUALITY GRADE
T 0284-Tile	T 0184-Tile

Opal Fire



SUPER GRADE	QUALITY GRADE
T 0288-Tile	T 0188-Tile
0288-Yd. Gds.	0188-Yd. Gds.

Bluebonnet



SUPER GRADE	QUALITY GRADE
T 0293-Tile	T 0193-Tile

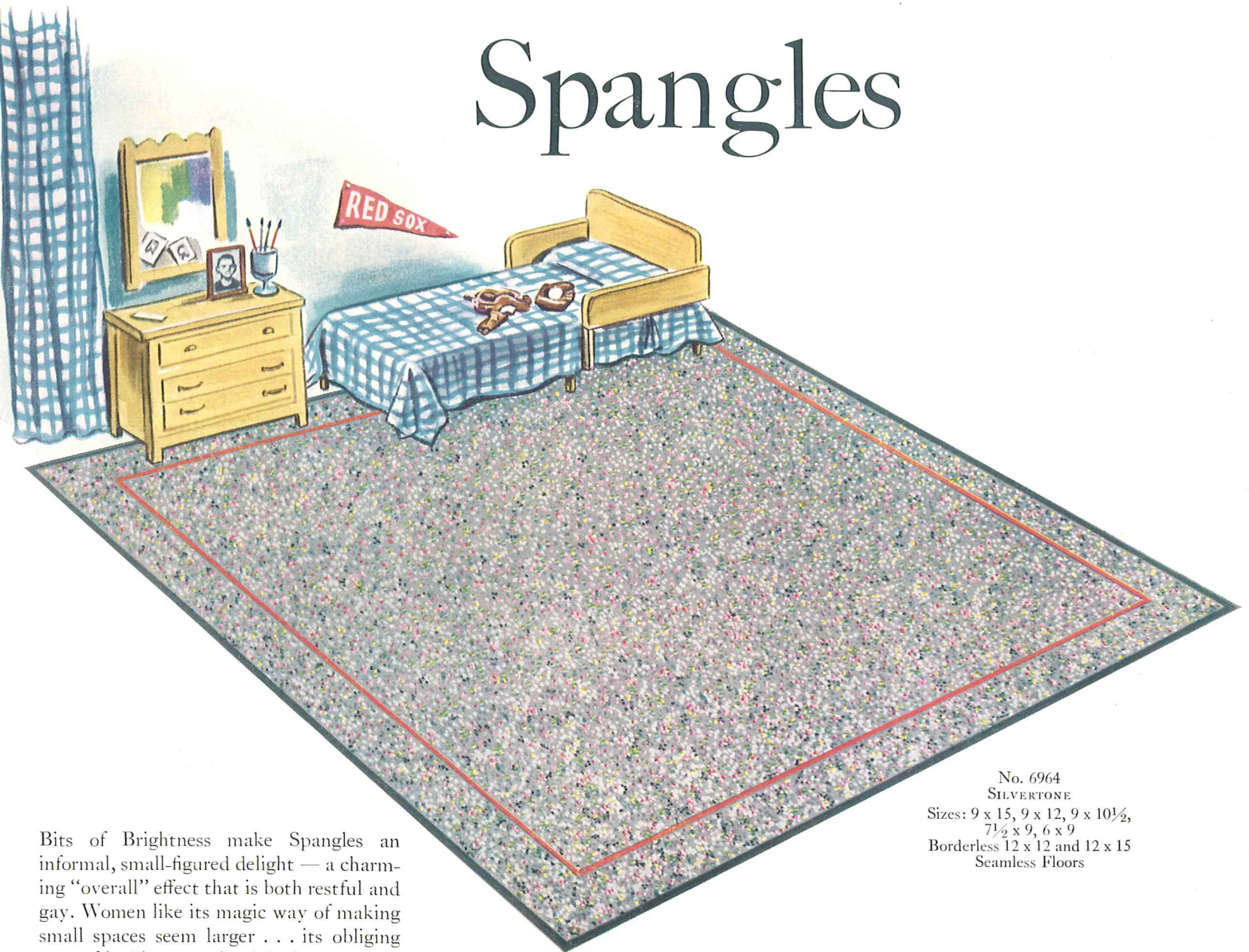
The Finest

Supremacy of product is a tradition with Bird. But the sky was the limit when making Super Grade Rugs. The result is the finest enamel surface rug on the market — a rug that for color and design, wearability, cleanability and greatest value cannot be excelled.

Long-lasting service is built into Bird Super Grade Rugs through the manufacturer's exclusive process for making them "plastic fortified." The sturdy plastic becomes not a mere surface coating, but an integral part of the floor covering. Rugs are made extra smooth for easy cleaning, extra tough for longer wear. Colors assume new brilliance for greater beauty.

Bird Super Grade Rugs, with their superior strength and superlative styling, are tastefully made to meet the practical and decorative requirements of today.

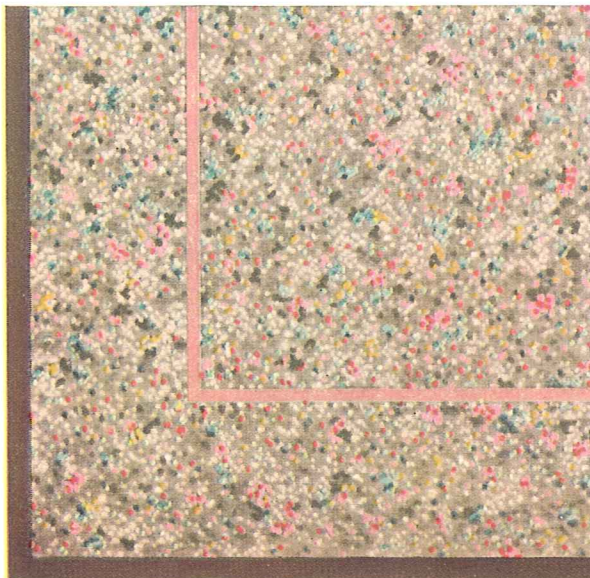
Spangles



Bits of Brightness make Spangles an informal, small-figured delight — a charming “overall” effect that is both restful and gay. Women like its magic way of making small spaces seem larger . . . its obliging way of looking exactly right in any room in the house.

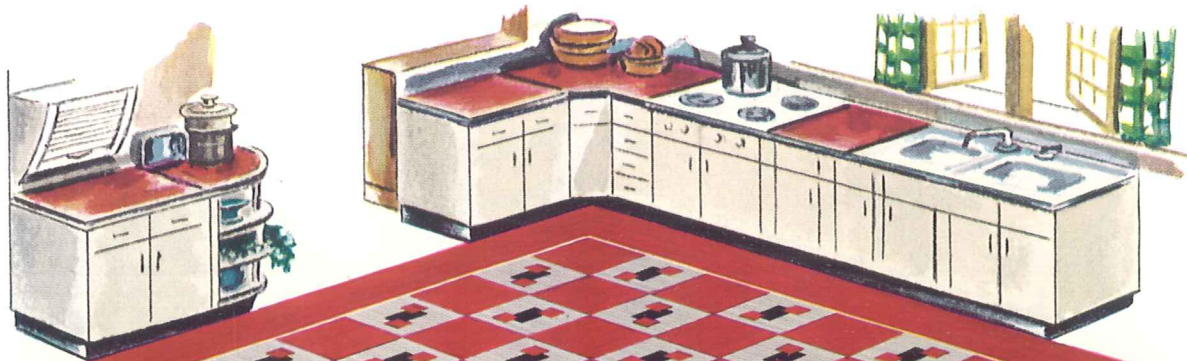
No. 6964
SILVERTONE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

▲ No. 6962, HONEYHUE. Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9. Borderless 12 x 12 and 12 x 15 Seamless Floors.

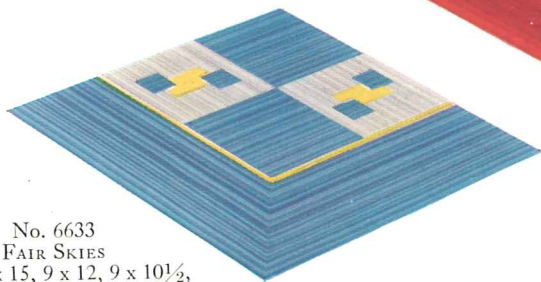


▲ No. 6969, PINK SHADOWS. Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9. Borderless 12 x 12 and 12 x 15 Seamless Floors.

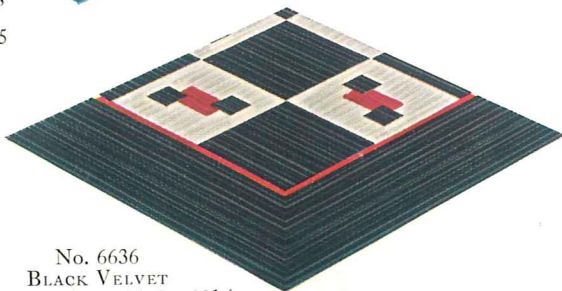
Striablocc



No. 6635
HOLLY BERRY
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9
 Borderless 12 x 12 and 12 x 15
 Seamless Floors



No. 6633
FAIR SKIES
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9
 Borderless 12 x 12 and 12 x 15
 Seamless Floors



No. 6636
BLACK VELVET
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9

A DASHING, sparkling modern design that makes dramatic use of horizontal lines, Bird Striablocc... inspired by the textured effect of striated plywood... is one of the most in-demand patterns in the industry today. Strong colors and color contrasts in a new treatment of the highly popular tile pattern, make it thrilling and stimulating, add new excitement for today's casual living.

Plastic Fortified

The Plastic Fortified process is another Bird exclusive. It is used in making Bird Super Grade Rugs to give extra toughness for longer wear . . . extra smoothness for easy cleaning. Colors glisten . . . gain lasting clearness for greater beauty.

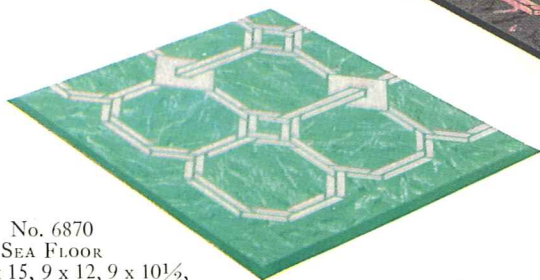
Pure plastic — that durable material with the decorator look — is made an integral part of the floor covering, encloses each color particle, gives lasting protection, prolongs the life of the rug.

Plastic fortified means super built-in quality. Plastic fortified means fortified value.

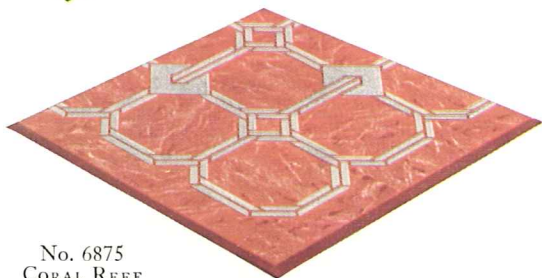
Squareknot



No. 6879
CORAL NIGHT
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors



No. 6870
SEA FLOOR
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors



No. 6875
CORAL REEF
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

THE FAMILIARITY of its classic marbled textured ground, coupled with the crisp modern treatment of its broken-line octagon design, have already won for Squareknot unusual popularity. Color conception keeps it to the forefront in floor covering fashions.

Unequalled Design

Long hailed for the excellence of its stylings, Bird offers in its Super Grade Rugs the finest in enamel surface floor covering designs. Appropriate for any setting . . . for any decorative effect . . . Bird Super Grade Rugs are available in a wide choice of patterns — modern or traditional. From ever-popular florals to up-to-the-minute textures and crisp three-dimensional effects, Bird designs are style leaders. Bird is the recognized authority on fashions in floors.

Bamboo



No. 6890
SEATONE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

No. 6893
MORNING GLORY
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9

No. 6895
SUNSET
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

BECAUSE matchstick bamboo is one of the most popular designs of the day, Bird "Bamboo" is a leading seller. A modern delight, Bamboo dramatizes today's best loved colors with clean simplicity. Airy as a bamboo screen, this breezy new pattern lights a room with cool fresh charm.

Superb Colors

More than one homeowner has chosen Bird Super Grade Rugs for the beauty and vitality of their colors alone. With sound reason! For Bird, always acclaimed for the exceptional clarity of its colors, has given color a new meaning in its floor coverings. Bird literally puts Mother Nature at your feet with the warm, earthy colors of forest and field . . . the misty, dream-like quality of pastels and blends . . . and the clean-cut brilliance of pure, unblended pigments. And each color, whether it be a muted background tone or an eye-catching accent, is part of an artistic whole . . . a harmonious design beautifully conceived and skillfully executed.

Leafweave



No. 6905
 GARNET ROSE
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9
 Borderless 12 x 12, 12 x 15, and
 12 x 18 Seamless Floors

No. 6900
 ALPINE
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9
 Borderless 12 x 12, 12 x 15 and
 12 x 18 Seamless Floors

No. 6904
 MOONSTONE
 Sizes: 9 x 15, 9 x 12, 9 x 10½,
 7½ x 9, 6 x 9
 Borderless 12 x 12, 12 x 15 and
 12 x 18 Seamless Floors

CITED by authorities as floor-covering fashion at its finest, Leafweave is in keeping with the pronounced interest in textures. Graceful leaves in muted shades drift quietly across a deeper-toned background to give the interest of contrast in a pronounced three-dimensional effect. Its rich, plushy looped appearance gives an air of luxury such as few enamel surface floor coverings provide.

Textured Appeal

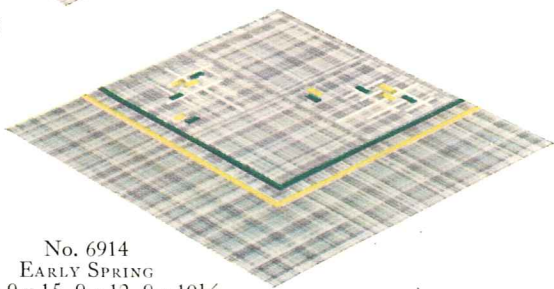
Bird's mastery of the art of design was never better proved than in the superb textured effects attained in Bird Super Grade Rugs. Delicately fashioned leaves drifting over a velvety background . . . the intricate tracery of woven bamboo . . . flowers and leaves intermixed in riotous profusion . . . and floral groupings on contrasting geometrical backgrounds that give the impression of fresh-cut bouquets lightly dropped in passing. In all these Bird designs, art and skill combine the deep look of full-dimensional textures with the advantages of the clean-easy smooth surface.

Scatterbox



No. 6919
CORAL SMOKE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

No. 6912
CHERRY MALT
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors



No. 6914
EARLY SPRING
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

THE ENTHUSIASTIC reception given Bird "Scatterbox" has only been exceeded by a popularity that continues to increase by leaps and bounds. Never has a floor covering received more generous acclaim. Rich pastel colors and an abstract textured ground are in keeping with modern preferences. And a popular geometric design accent in gleaming ivory contribute to the favor of the design.

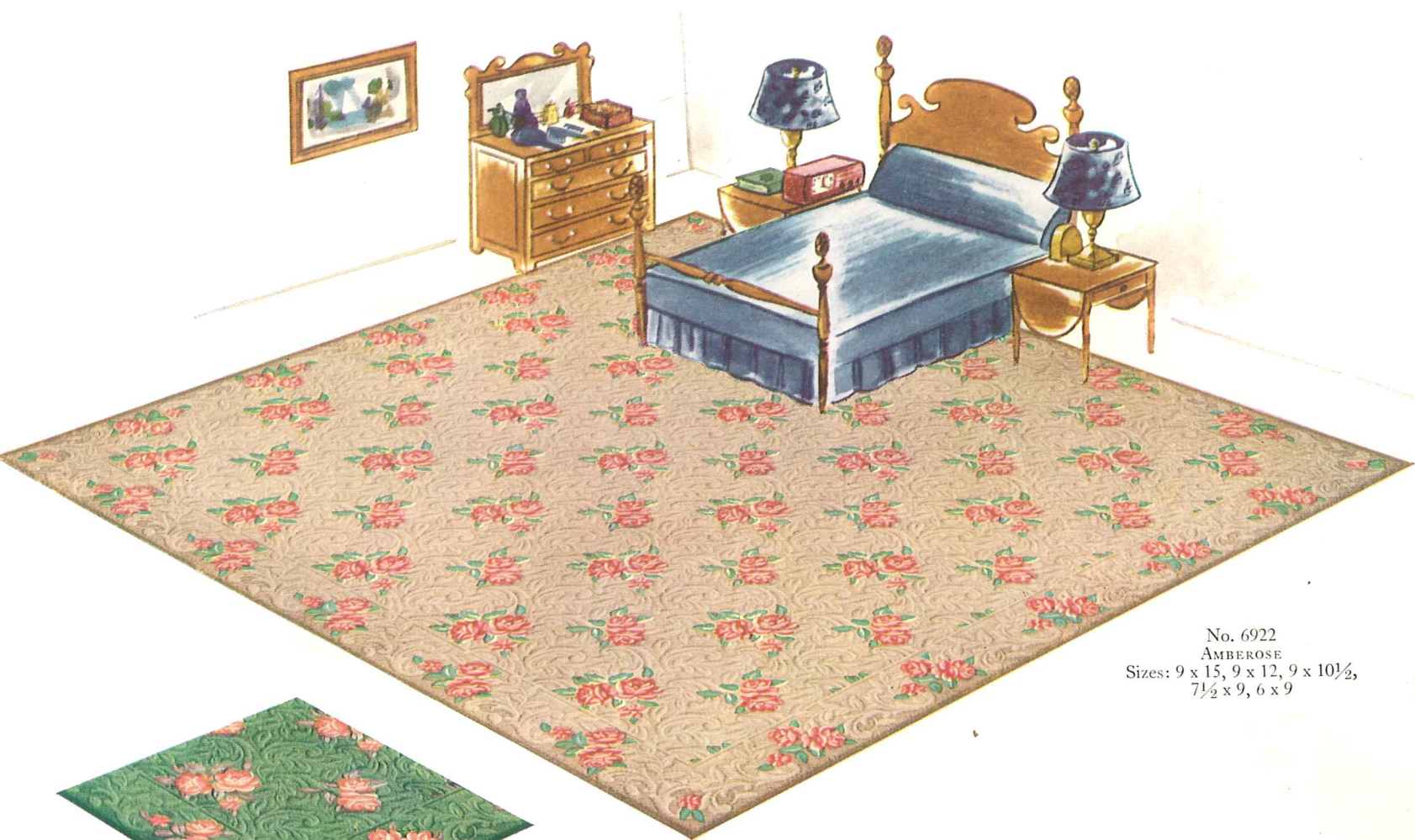
Finest Quality

Since the earliest days of smooth surface floor coverings when skilled craftsmen first pioneered the making of enamel surface floors, the name of Bird has been synonymous with finest quality. Never was it more meaningful than in Bird Super Grade Rugs.

Time-tested, this well-earned reputation has been diligently maintained. It is the result alike of skilled craftsmanship and positive pride of workmanship. It is militant effort . . . from the designer's first inspired conception to the production expert's final finished touch.

Bird's present enviable name for excellence is zealously guarded. The Bird reputation for quality is your greatest guarantee.

Rose Fancy



No. 6922
AMBEROSE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9



No. 6920
GREENLEAF
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9



No. 6924
SHEFFIELD
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9

No. 6925
VICTORIAN WINE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9

A MODERN TREATMENT of the sentimental rose provides new decorative interest to the ever-popular floral motif of this 18th Century pattern. Color values give depth and richness . . . bring Victorian warmth to a room at the same time striking a note obligingly modern.

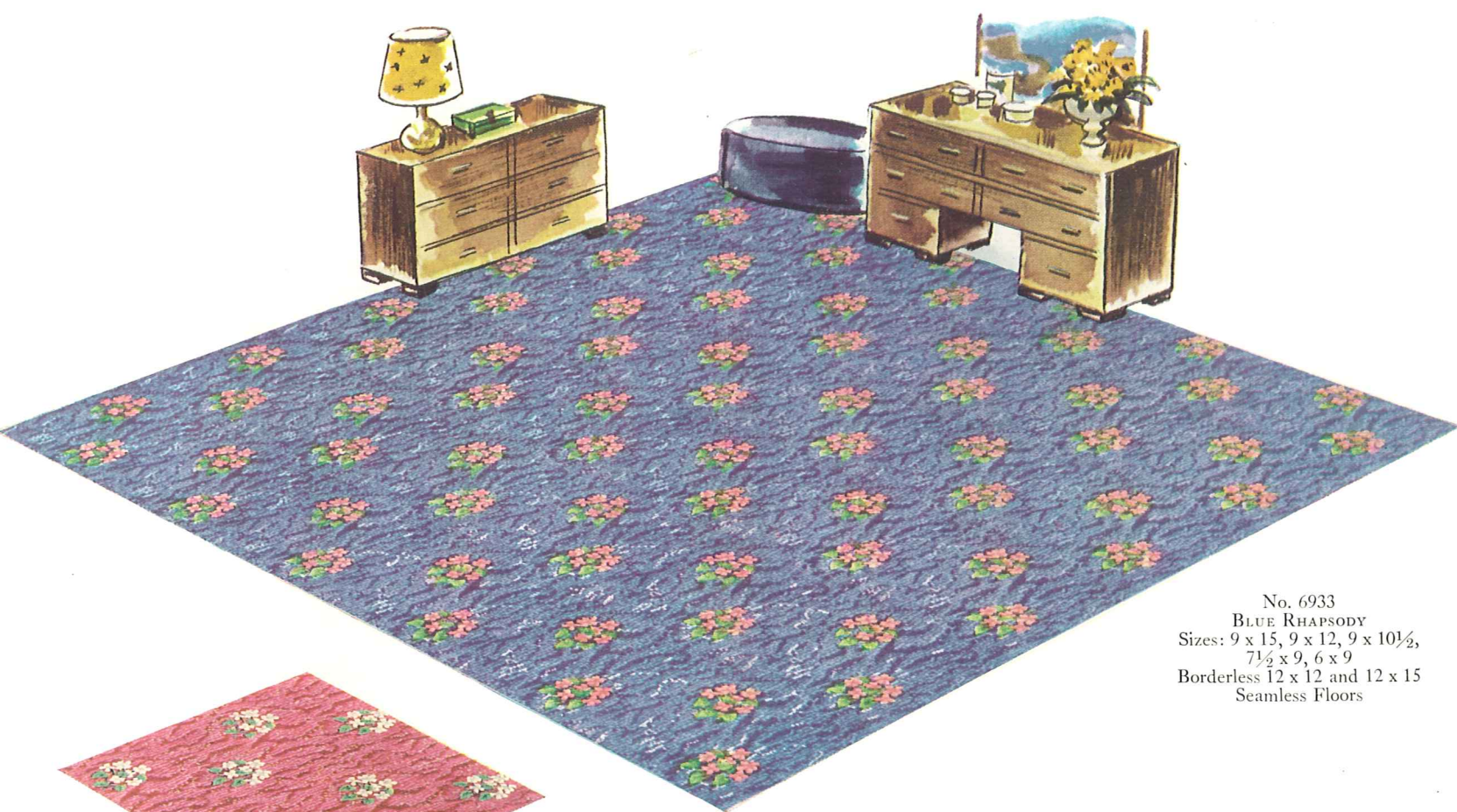
Bird Sets the Style

Year after year, Bird has been producing the most preferred patterns, the most desired designs . . . handsome traditional to complement period furniture . . . crisp modern textures to lend new interest to room decor. Crystal clear colors are carefully integrated to give the ultimate in fine design effect. Bird patterns are popular patterns and always in the best of taste.

With good reason! With Bird, you get the results of scrupulous research to determine rising taste trends . . . the creative effort of the most skilled craftsmen in the world of floor covering design . . . and a final consumer pre-testing program to insure your getting today's most coveted floor coverings.

Bird's long-standing reputation as a style leader has been well earned. It is your assurance of satisfaction.

Spring Song



No. 6933
BLUE RHAPSODY
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

No. 6935
ROSE RONDO
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors



No. 6939
CHARCOAL CAPRICE
Sizes: 9 x 15, 9 x 12, 9 x 10½,
7½ x 9, 6 x 9
Borderless 12 x 12 and 12 x 15
Seamless Floors

DELICATE PASTEL SPRAYS on a rich self-toned textured ground give a soft restful feeling that combines sentimentality for the past with a neatness and compactness that is wholly modern. Muted accent colors emphasize a rhythmic, flowing feeling. Spring Song embraces a prettiness in smart accord with modern design preference . . . makes a room sing with vibrant harmony.

Quality Grade

For those who appreciate fine things, yet must yield to stern budget requirements, Bird's Quality Grade Rugs are the perfect choice. Into them has gone the ingenuity of the oldest manufacturer of smooth enamel surface floor coverings. Into them has gone the same fine quality for which Bird products have been known for over 161 years.

Bird Quality Grade Rugs are acclaimed for their vibrant colors, exquisite textures, superb designs. They're short on cleaning requirements, good on service.

Modest in cost, yet proud in performance, Bird Quality Grade Rugs are one of today's outstanding values. They're the lowest-priced high-quality rug on the market today.

Shell Flower



No. 2353
BLUEBIRD
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2354
MOONBEAM
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2355
COPPERGLINT
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

TEXTURED INTEREST and feminine grace combine with the ever popular floral motif to make "Shell Flower" one of today's pattern winners. The contrasts found in nature as suggested by unyielding sea shells and fragile blossoms are deftly interpreted into exceptional design interest. Colors are the most favored of the day.

Outstanding Designs

Long recognized leadership in enamel surface floor covering fashions has found ultimate expression in Bird's Quality Grade Rugs. Expert designers, masters of their craft, have spared no effort to bring the finest styling. Spirited colors to lend warmth and character to the most drab rooms . . . multi-choice textured patterns to provide design enchantment . . . dramatic tile motifs, hardy traditionals, or handsome floral effects for new decorative inspiration — all are yours at unbelievably modest cost.

You rate a perfect score when you choose Bird Quality Grade Rugs — the rugs that are so completely correct for today's decorative tastes and decorative trends.

Tailored Tile



No. 2415
SMOKE-AND-FIRE
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

No. 2411
SANDALWOOD
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2417
MIDNIGHT SUN
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2413
BLUE MAGIC
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

THE CONTINUING INTEREST in the classical tile pattern reaches new climax in nicely proportioned "Tailored Tile" through the strength of its color character and the novelty of its trim, orderly design. Uniquely combining quietness and vitality, it is always neat and sparkling and wonderfully alive.

Vibrant Colors

Radiantly clear colors have long been a hallmark of Bird floor coverings. Yet never have they been used to achieve more versatile effects . . . from the drama of shimmering brilliancy to the luxurious softness of misty pastels . . . from the exhilarating freshness of strong natural hues to the brooding splendour of warm, earthy casts.

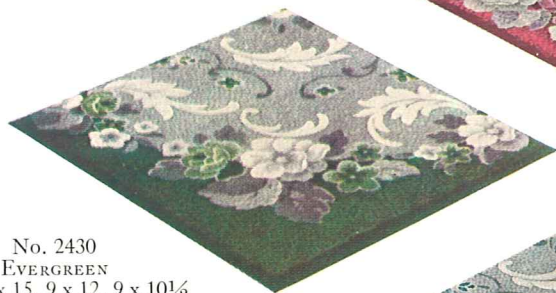
Colors are combined in gorgeous harmony to provide unique and cherished effects.

Bird transforms sheer color artistry from the designer's creative palette to blissful comfort in the home . . . another sound reason why the demand for Bird floor coverings continues to reach ever greater heights.

Colonial Oval



No. 2434
PLUSH RED
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2430
EVERGREEN
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2433
LARKSPUR
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2435
BLACK FIRE
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

A MELLOW PATTERN with a deep pile look, "Colonial Oval" is one of floor covering's most popular patterns, a constant best seller. Its faithful adaptation of the Early American motif suggests many uses in keeping with current furniture preferences. Even brand-new, it has a warm, lived-with look that suggests a deep easy chair, firelight, all the comfort that has meant home for generations.

Leadership

Progressive retail stores have a pleasant habit of offering the finest merchandise, the finest value to their customers. That's why the most progressive stores and their smart customers inevitably choose Bird Quality Grade Rugs.

★ The *style leadership* of Bird Quality Grade Rugs is well recognized. Long known for the *exceptional clarity of its colors*, Bird currently offers the most desirable colors on the market today . . . *bright modern hues* to lend dash and individuality to a room . . . *rich colors* to blend with period decor . . . and new *soft pastels* with outstanding appeal.

★ *Design-wise*, Bird Quality Grade Rugs excel all others. Bird has established leadership in *textures* to bring about pattern effects that achieve the ultimate in decorative interest.

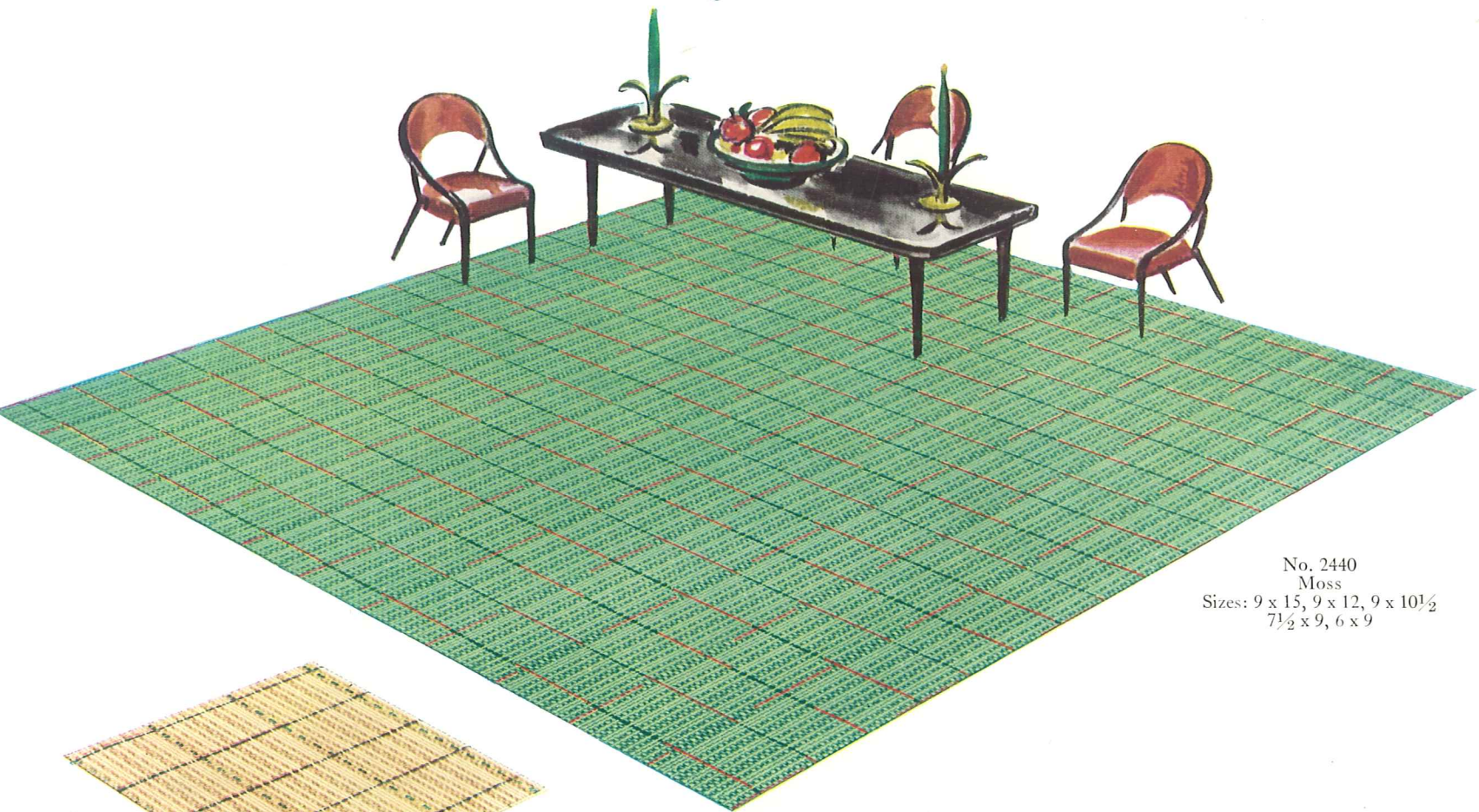
★ Bird Quality Grade Rugs are so *practical!* They are *plastic fortified*, the result of an exclusive process that wraps each enamel particle in tough durable plastic . . . gives the rug sturdy built-in *durability* . . . makes it extra smooth, so *easy to clean* . . . gives the color lasting *brightness*, freshness, allure.

★ Bird Quality Grade Rugs are available in *convenient sizes* . . . a practical variety is offered for use in small, medium, or large rooms.

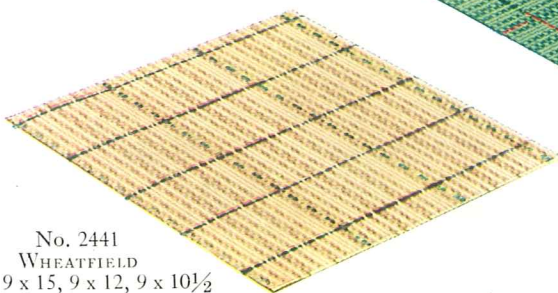
★ Bird Quality Grade Rugs represent *outstanding value, finest quality*. Modestly priced, they give more in service than other rugs even try.

The result is *the finest of all enamel surface rugs* . . . made by the recognized authority on floor fashions . . . made by the recognized leader in finest quality resilient floors.

Fibertex



No. 2440
Moss
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2441
WHEATFIELD
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2444
COIN SILVER
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

BECAUSE it so beautifully fulfills the modern demand for textures, Fibertex is one of today's most in-demand patterns. The charm of its faithfully reproduced wicker-type weave is heightened by the tailored beauty of its rich interspersed lines. Fibertex has a rare adaptability — a happy way of uniting things in easy harmony.

Durability

New users of Bird floor coverings are constantly amazed at their sturdiness. Not so its makers, whose pride in product has meant firm determination to provide the finest in smooth-surface floors. Good service, outstanding value, eminent satisfaction are bywords with Bird and its millions of gratified users. For they know that Bird floor coverings embrace excellent materials, the newest processes and superior workmanship. Good reason for positive assurance: You can put your trust in Bird floor coverings, as dependable as their maker's fine name.

Loom Lyric



No. 2455
PORT LIGHT
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

No. 2450
GREEN WILLOW
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2454
SPUN SILVER
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2451
TAWNY TONE
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

THE LARGE DEMAND for Loom Lyric is due to the soft deep-pile look of its heavily embossed design, together with its complete response to today's color preferences. Color interest is enhanced and a delicate quality attained by the gay floral clusters on its carved scroll ground. Textured interest helps make it an in-demand pattern of note.

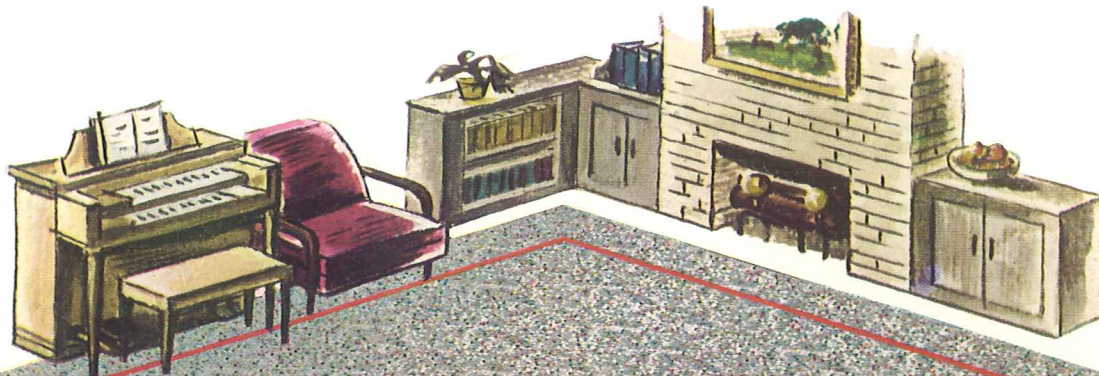
Popularity

Almost everybody likes the finest. That's why the demand for Bird Quality Grade floor coverings knows no bounds. Put them side by side with others and the choice is inevitably Bird for color and design interest. Place them ready for use and see satisfaction grow.

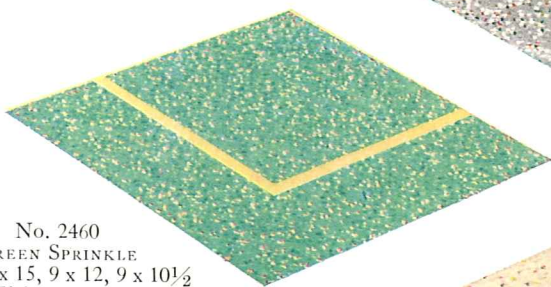
For Bird Quality Grade floor coverings bring new beauty to the home . . . dress up rooms with crisp modern comfort, wear so valiantly and need so little care. Wise purchasers like them for their economy, their versatility, and the knowledge that their floor covering is something special.

This year Bird culminates its historic quality, color and design leadership with floor coverings that are fitting commemoration to over 160 years of superb craftsmanship. And millions of satisfied customers, and hosts of new ones, will know once more that with Bird, they can always be sure.

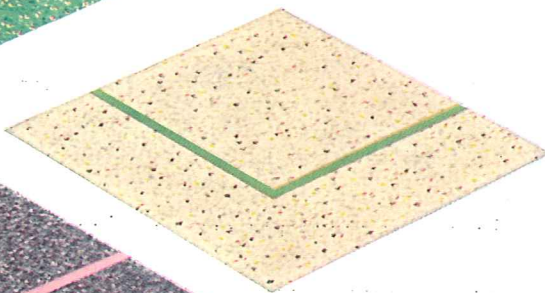
Color Fleck



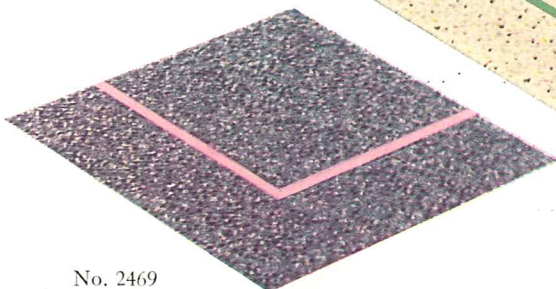
No. 2464
RAINBOW STIPPLE
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2460
GREEN SPRINKLE
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2468
IVORY SPLASH
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9



No. 2469
PINK TWILIGHT
Sizes: 9 x 15, 9 x 12, 9 x 10½
7½ x 9, 6 x 9

NEW AS TOMORROW yet with popularity proven, Color Fleck delightfully suggests the color-spattered painted floors of Early American times — a fashion greatly favored by today's Moderns. Its cheerful flecks of varied colors provide a background of great versatility.

Beauty By the Yard

For those who prefer broad sweeps of color or the tailored beauty and correctness of floor coverings laid wall-to-wall, Bird offers its finest quality enamel surface floor coverings in a variety of outstanding patterns and designs.

Value is the keynote in Bird yard goods and seamless floors, together with finest quality, beautiful colors, intriguing patterns, plus durability, ease of cleaning and economy that make these handsome and highly practical floor coverings today's best buy.

Yard goods are available in six-, nine-, and twelve-foot widths to meet the present requirements both for greater economy and popular in-demand sizes — sizes tailored to the modern home, to today's floor covering needs.

Seamless floors are conveniently packaged in 12' x 12', 12' x 15' and in the S-9900 Series only 12' x 18' sizes for ease of handling and to cover floors of varying dimensions. Seamless floors mean economy of operation and additional sales for the dealer, who can stock a wider variety of patterns at minimum cost. Customers like the larger choice of colors and patterns available without delay.

Both yard goods and seamless floors embrace today's most-wanted smooth-surface floors. And they're plastic fortified for longer-lasting colors, easier cleaning, longer wear.

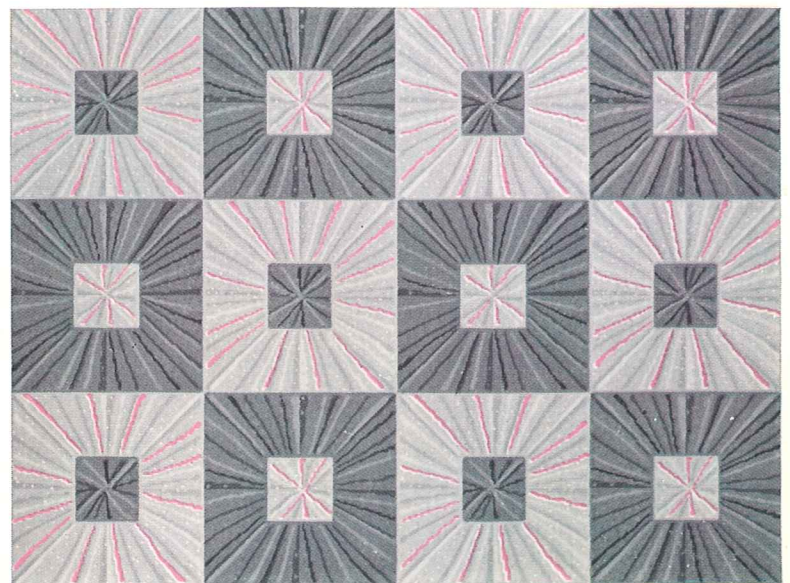
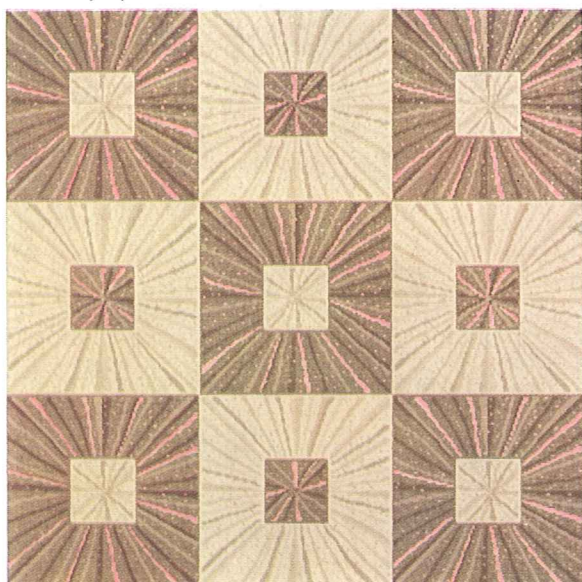
Sunburst



Clear and Sunny, Sunburst creates the mood of a bright day, makes a room look cheerful even when skies are grayest. It has a fresh "scrubbed" look, and its three joyous color combinations give new life and importance to smart accessories in the home.

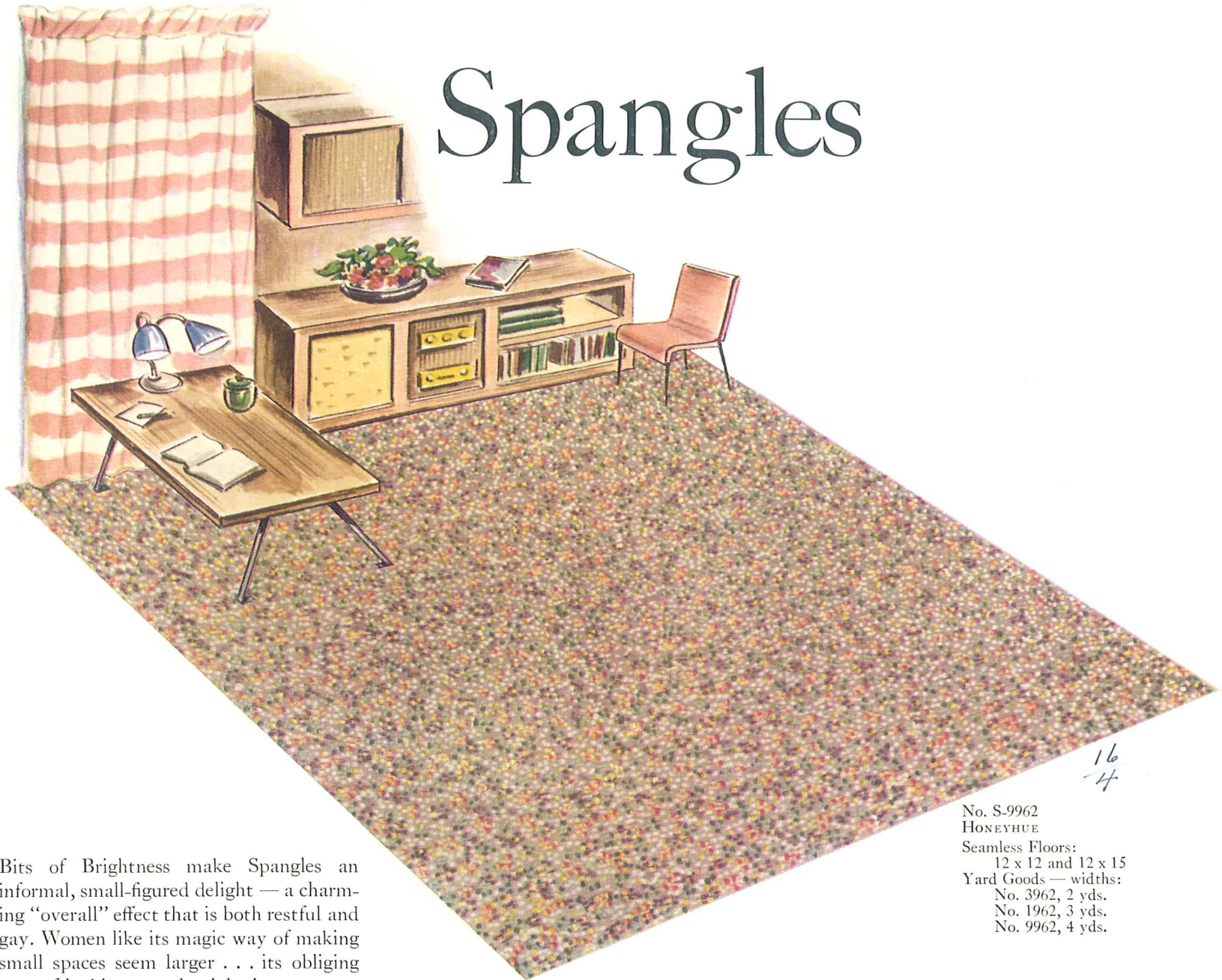
No. S-9955
Rosy Dawn
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3955, 2 yds.
No. 1955, 3 yds.
No. 9955, 4 yds.

▲ No. S-9952, SUNNY SANDS. Seamless Floors: 12 x 12 and 12 x 15. Yard Goods: No. 3952, 2 yds., No. 1952, 3 yds., No. 9952, 4 yds.



▲ No. S-9959, SILVER RAY. Seamless Floors: 12 x 12 and 12 x 15. Yard Goods: No. 3959, 2 yds., No. 1959, 3 yds., No. 9959, 4 yds.

Spangles



Bits of Brightness make Spangles an informal, small-figured delight — a charming “overall” effect that is both restful and gay. Women like its magic way of making small spaces seem larger . . . its obliging way of looking exactly right in any room in the house.

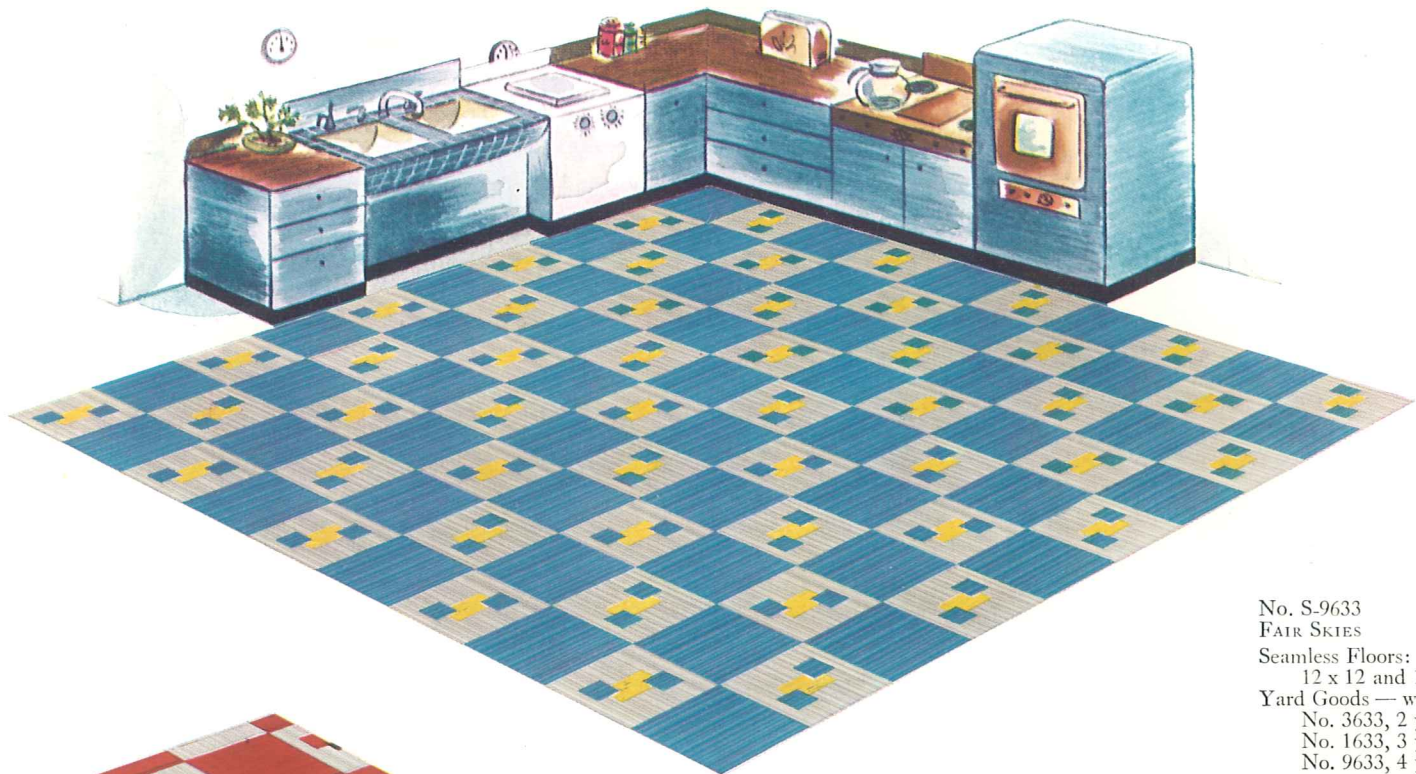
No. S-9962
HONEYHUE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3962, 2 yds.
No. 1962, 3 yds.
No. 9962, 4 yds.

▲ No. S-9964, SILVERTONE. Seamless Floors: 12 x 12 and 12 x 15. Yard Goods: No. 3964, 2 yds., No. 1964, 3 yds., No. 9964, 4 yds.

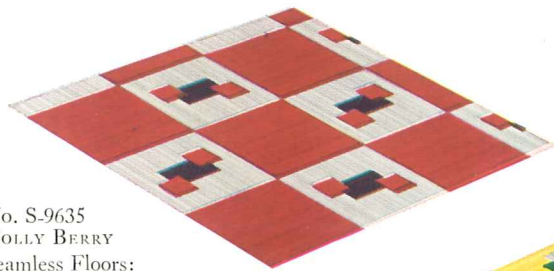


▲ No. S-9969, PINK SHADOWS. Seamless Floors: 12 x 12 and 12 x 15. Yard Goods: No. 3969, 2 yds., No. 1969, 3 yds., No. 9969, 4 yds.

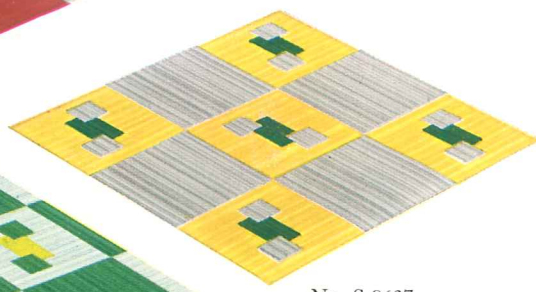
Striabloc



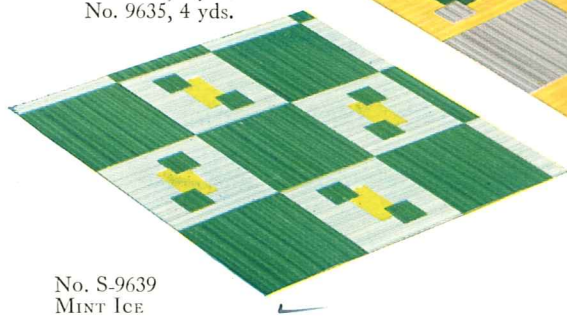
No. S-9633
FAIR SKIES
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3633, 2 yds.
No. 1633, 3 yds.
No. 9633, 4 yds.



No. S-9635
HOLLY BERRY
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3635, 2 yds.
No. 1635, 3 yds.
No. 9635, 4 yds.



No. S-9637
SUN-AND-MIST
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3637, 2 yds.
No. 1637, 3 yds.
No. 9637, 4 yds.



No. S-9639
MINT ICE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3639, 2 yds.
No. 1639, 3 yds.
No. 9639, 4 yds.

A DASHING, sparkling modern design that makes dramatic use of horizontal lines, Bird Striabloc ... inspired by the textured effect of striated plywood ... is one of the most in-demand patterns in the industry today. Strong colors and color contrasts in a new treatment of the highly popular tile pattern, make it thrilling and stimulating, add new excitement for today's casual living.

The Finest

Supremacy of product is a tradition with Bird. But the sky was the limit when making Super Grade Seamless Floors and Yard Goods. The result is the finest enamel surface rug on the market — a rug that for color and design, wearability, cleanability and greatest value cannot be excelled.

Long-lasting service is built into Bird Super Grade Floor Coverings through the manufacturer's exclusive process for making them "plastic fortified." The sturdy plastic becomes not a mere surface coating, but an integral part of the floor coverings. Bird Super Grade Floor Coverings are made extra smooth for easy cleaning, extra tough for longer wear. Colors assume new brilliance for greater beauty.

Bird Super Grade Floor Coverings, with their superior strength and superlative styling, are tastefully made to meet the practical and decorative requirements of today.

Color Tuft



No. S-9834 — RAINBOW

Seamless Floors:

12 x 12 and 12 x 15

Yard Goods — widths:

No. 3834, 2 yds.

No. 1834, 3 yds.

No. 9834, 4 yds.

THE RICH luxurious look of deep-pile carpet . . . a softly textured appearance . . . the neutral grey background with trails of restrained high-fashion colors for decorative accent . . . all add up to substantial consumer interest that has made Color Tuft a leader in sales.

In "Rainbow", easy-to-decorate-to grey in a two-toned ground sets the keynote for dramatic overtones with cloud wisps of white . . . a versatile background for endless color schemes.

Color Supremacy

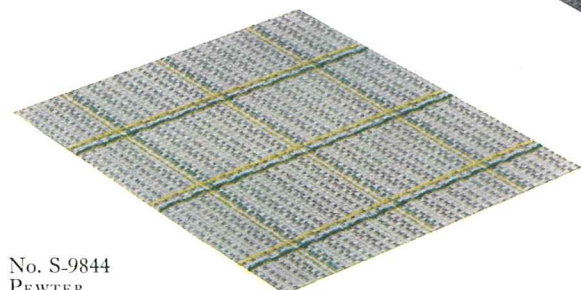
Color . . . cornerstone of successful decor . . . keynote of customer choice . . . is an area in which Bird craftsmen continuously excel. Insistence on the utmost measure of color fulfillment is Bird's realistic approach to the sheer color magic for which Bird floor coverings have long been known. Painstaking selection, blending, matching are routine. Sleek color clarity is constantly achieved. Then, in Super Grade, comes Bird's exclusive plastic progress to attain the ultimate in rich lustrous results.

It's another important reason for the rapidly growing popularity of Bird floor coverings, why more and more homemakers are discovering them the answer to their decorating needs.

Wickerweave



No. S-9845
PINK GLOW
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3845, 2 yds.
No. 1845, 3 yds.
No. 9845, 4 yds.



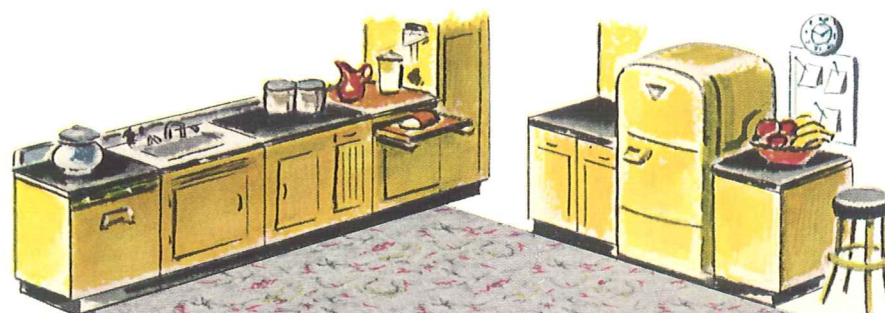
No. S-9844
PEWTER
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3844, 2 yds.
No. 1844, 3 yds.
No. 9844, 4 yds.

AN ORIGINAL treatment of an orthodox textured pattern with unusual color interest accounts for Wickerweave's exceptional consumer appeal. The normally harsh contours of wicker strands have been given a soft restful appearance of studied casualness. Fine style is the keynote.

Textured Triumphs

Today's preference for textures . . . for new decorative interest . . . for varied decorative effects . . . has found fullest expression in Bird's Super Grade line. From the quiet richness of third dimensional depth to the lively contrasts of tone on tone, Bird floor coverings are styled to bring fresh feeling to the room. Bird patterns dress up the home with smartness and good taste. Bird Super Grade textured triumphs are the inevitable choice of discriminating homemakers everywhere.

Fandango



No. S-9864
COLOR FLURRY
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3864, 2 yds.
No. 1864, 3 yds.
No. 9864, 4 yds.



No. S-9869
CHARCOAL BLUSH
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3869, 2 yds.
No. 1869, 3 yds.
No. 9869, 4 yds.

BECAUSE it is basically a universal pattern with roots in Early American design, Fandango has tremendous lasting appeal. But the striking new quality given this traditional type design makes it pack a double-barrelled punch.

Economical

Where economy is a consideration, Bird Super Grade Seamless Floors and Yard Goods truly score. Sleek styling with superb textured interest and life-long color brilliance give them unique standing among fine floor coverings . . . make them the wisest of smart buys. Outstanding quality imparts a carefree attitude toward stains and wear, causes them to last and last. Extra smooth surfaces keep dirt from penetrating, make maintenance easier, are a distinct saver of time.

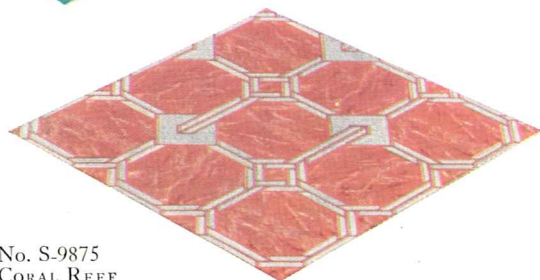
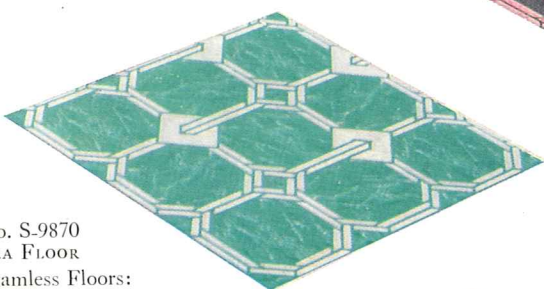
An important reason for such superiority is Bird's exclusive plastic fortifying process to insure greater beauty, easier cleaning, longer wear.

Squareknot



No. S-9879
CORAL NIGHT
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3879, 2 yds.
No. 1879, 3 yds.
No. 9879, 4 yds.

No. S-9870
SEA FLOOR
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3870, 2 yds.
No. 1870, 3 yds.
No. 9870, 4 yds.



No. S-9875
CORAL REEF
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3875, 2 yds.
No. 1875, 3 yds.
No. 9875, 4 yds.

THE FAMILIARITY of its classic marbled textured ground, coupled with the crisp modern treatment of its broken-line octagon design, have already won for Squareknot unusual popularity. Color conception keeps it to the forefront in floor covering fashions.

Easy to Buy

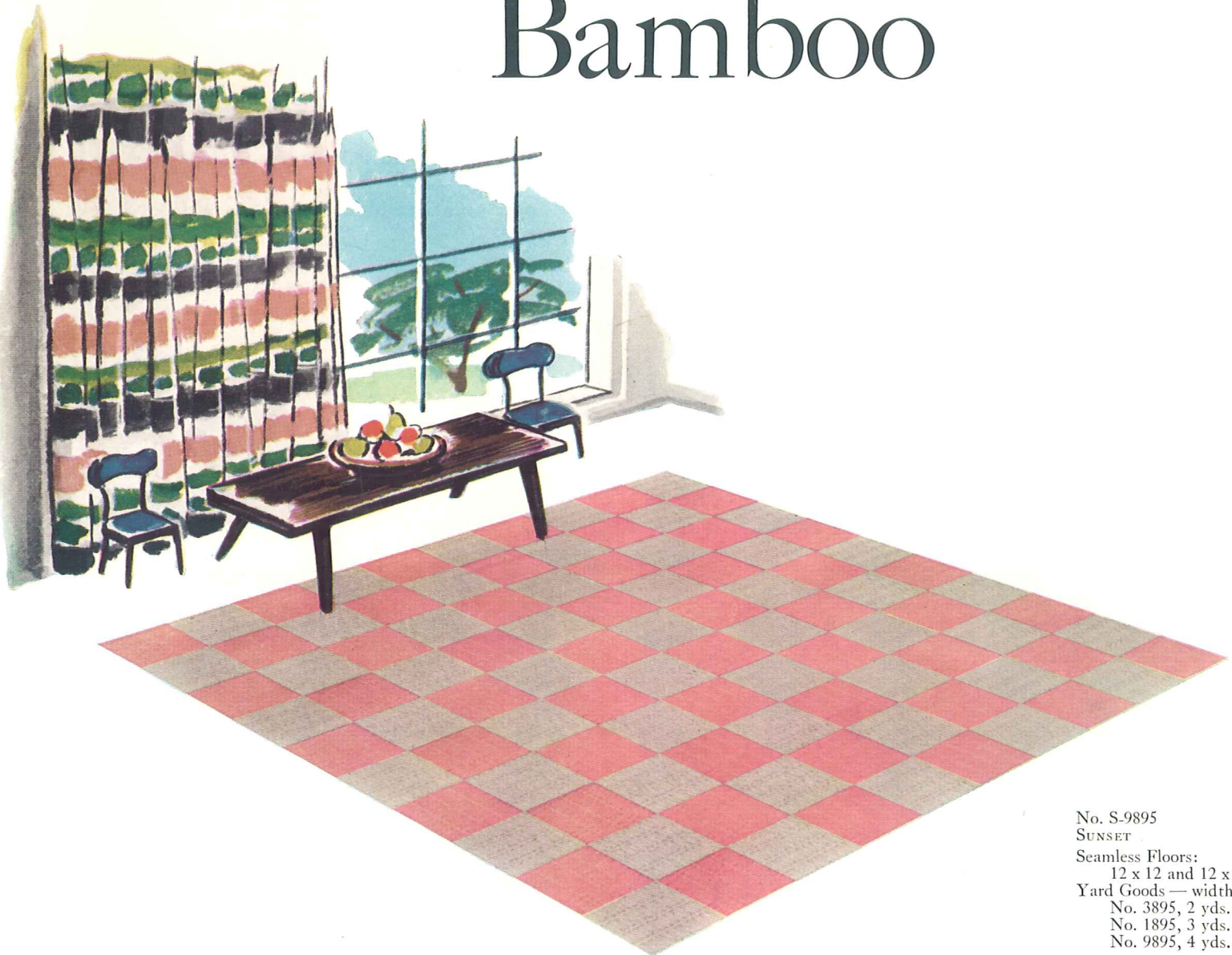
It's easy for customers to acquire the correct floor covering these days, thanks to Bird. For Bird not only produces the most wanted patterns, but takes the uncertainty out of the purchasing, too.

Bird knows the customer wants to see the floor covering . . . to make sure it is best for her room . . . to satisfy her own good taste. That's why Bird uses every possible measure of good, full display.

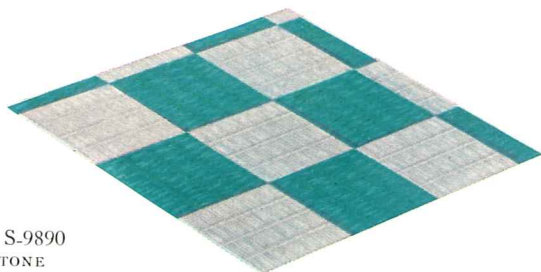
From labels that suggest the floor covering in a room setting . . . to tested display racks that show the product to best advantage . . . and attractive window and interior displays that help the customer choose . . . the Bird representative is available to serve you well.

Bird brings the customer to the product, the product to the home, and helps win good will for the dealer as well.

Bamboo



No. S-9895
SUNSET
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3895, 2 yds.
No. 1895, 3 yds.
No. 9895, 4 yds.



No. S-9890
SEATONE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3890, 2 yds.
No. 1890, 3 yds.
No. 9890, 4 yds.

BECAUSE matchstick bamboo is one of the most popular designs of the day, Bird "Bamboo" is a leading seller. A modern delight, Bamboo dramatizes today's best loved colors with clean simplicity. Airy as a bamboo screen, this breezy new pattern lights a room with cool fresh charm.

Quality Through the Years

In a large mill by a busy little stream in New England, people are working where their fathers and grandfathers and great-grandfathers worked before them. This is the original home of Bird . . . and the birthplace of a tradition that stretches back 161 years.

We were just getting started as a nation back in 1795, but we had more than our share of good men — honest, hard-working men with a touch of vision and a talent for quality in whatever they produced. Such a man was George Bird in 1795, and such are the men and women of Bird & Son today.

The tradition of quality begun in 1795 has extended throughout the Bird organization down through the years. The unmatched reputation of Bird products is a measure of how that heritage of quality works each time a floor covering is chosen in the store. For customer and dealer know that Bird's long-standing leadership in quality is their best guarantee.

Leafweave



No. S-9900
ALPINE

Seamless Floors:
12 x 12, 12 x 15
and 12 x 18

Yard Goods — widths:
No. 1900, 3 yds.
No. 9900, 4 yds.

No. S-9901
ACORN

Seamless Floors:
12 x 12, 12 x 15
and 12 x 18

Yard Goods — widths:
No. 1901, 3 yds.
No. 9910, 4 yds.

No. S-9905
GARNET ROSE

Seamless Floors:
12 x 12, 12 x 15
and 12 x 18

Yard Goods — widths:
No. 1905, 3 yds.
No. 9905, 4 yds.

No. S-9904
MOONSTONE

Seamless Floors:
12 x 12, 12 x 15
and 12 x 18

Yard Goods — widths:
No. 1904, 3 yds.
No. 9904, 4 yds.

CITED by authorities as floor-covering fashion at its finest, Leafweave is in keeping with the pronounced interest in textures. Graceful leaves in muted shades drift quietly across a deeper-toned background to give the interest of contrast in a pronounced three-dimensional effect. Its rich, plushy looped appearance gives an air of luxury such as few enamel surface floor coverings provide.

Wide Acclaim

From the moment of its inception, Bird Scatterbox has proved a sensation! Never has a floor covering received more generous acclaim! Consumers have given it the highest rating ever scored by an enamel surface floor covering. And it's called the "hottest" pattern in the trade.

A small geometric design in popular favor was the inspiration. To it was added a stable setting in a modern abstract textured ground. Handsome pastel colors receive modern design treatment . . . simple and clean.

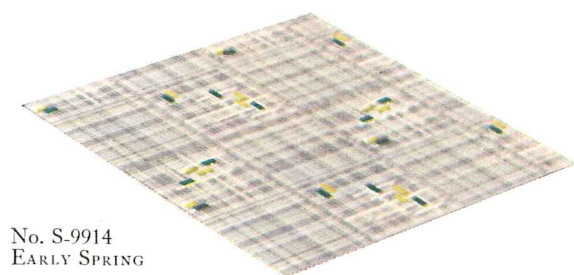
Scatterbox is at once cleanly precise and lively . . . to bring youth and gaiety to a room.

Scatterbox is already one of today's best sellers, with popularity increasing by leaps and bounds.

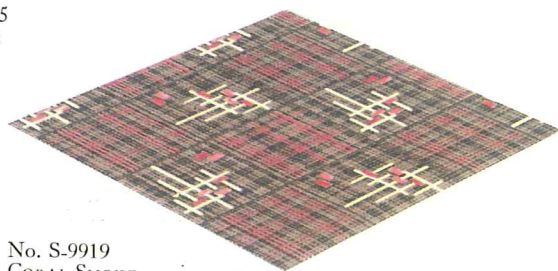
Scatterbox



No. S-9912
CHERRY MALT
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3912, 2 yds.
No. 1912, 3 yds.
No. 9912, 4 yds.



No. S-9914
EARLY SPRING
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3914, 2 yds.
No. 1914, 3 yds.
No. 9914, 4 yds.



No. S-9919
CORAL SMOKE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3919, 2 yds.
No. 1919, 3 yds.
No. 9919, 4 yds.

THE ENTHUSIASTIC reception given Bird "Scatterbox" has only been exceeded by a popularity that continues to increase by leaps and bounds. Never has a floor covering received more generous acclaim.

Rich pastel colors and an abstract textured ground are in keeping with modern preferences. And a popular geometric design accent in gleaming ivory contribute to the favor of the design.

Versatility

There's a special quality about Bird floor coverings that makes them a wise choice. For Bird patterns, each a decorating triumph, achieve a neat balance of fine fashion and function. Each is conceived to give special flair, yet subtly restrained to blend with any decorative scheme.

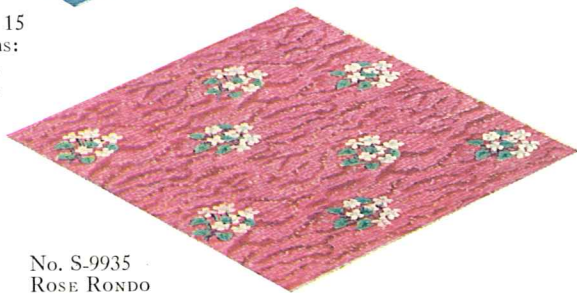
Whether the traditional look of beauty and comfort is the goal . . . or the casual decor with colors and textures borrowed from out-of-doors . . . discriminating home makers know that Bird floor coverings offer the correct starting base. Bird makes the floor coverings that make the home.

Spring Song



No. S-9939
CHARCOAL CAPRICE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 1939, 3 yds.
No. 9939, 4 yds.

No. S-9933
BLUE RHAPSODY
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 1933, 3 yds.
No. 9933, 4 yds.



No. S-9935
ROSE RONDO
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 1935, 3 yds.
No. 9935, 4 yds.

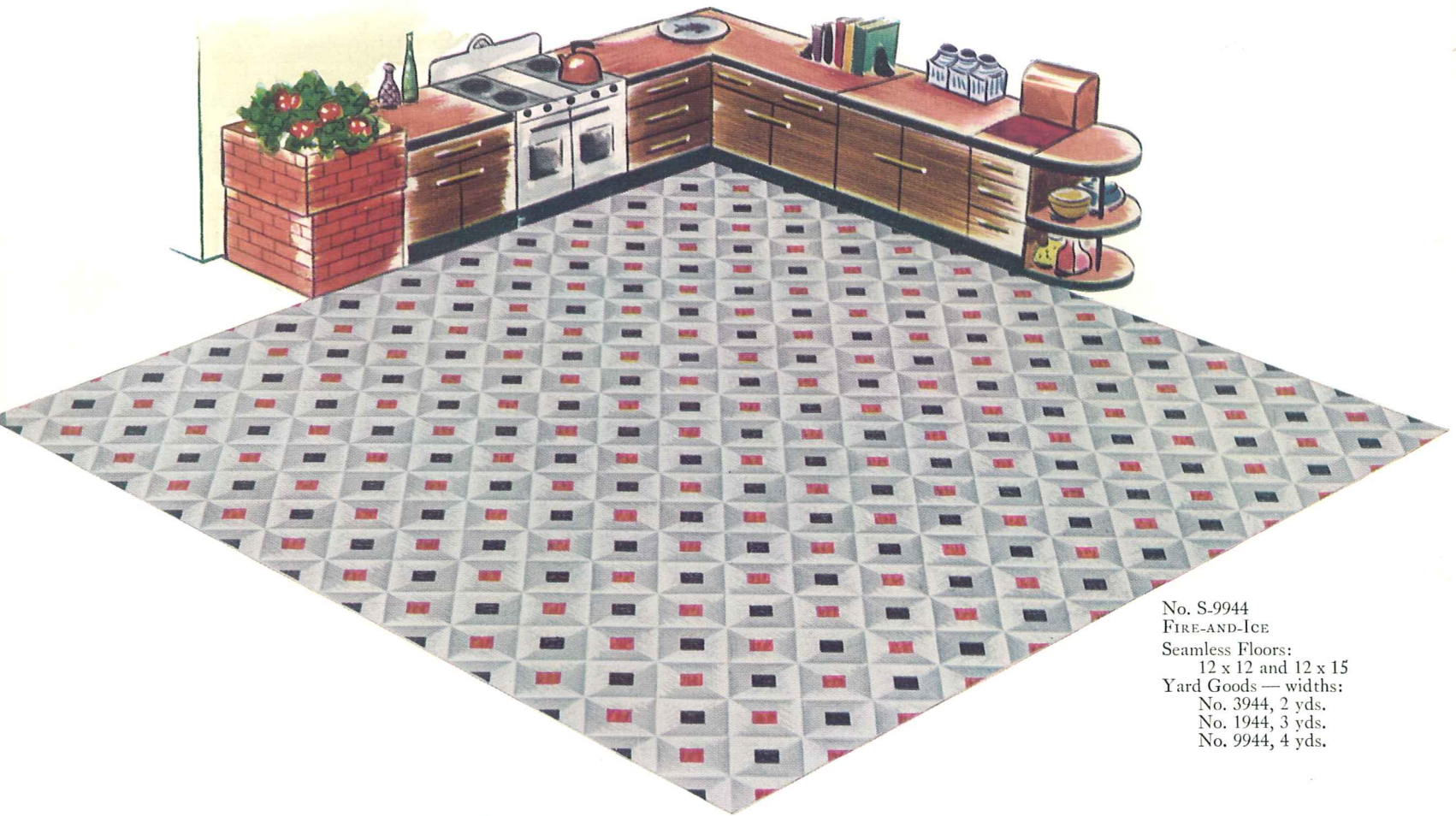
DELICATE PASTEL SPRAYS on a rich self-toned textured ground give a soft restful feeling that combines sentimentality for the past with a neatness and compactness that is wholly modern. Muted accent colors emphasize a rhythmic, flowing feeling. Spring Song embraces a prettiness in smart accord with modern design preference . . . makes a room sing with vibrant harmony.

Plastic Fortified

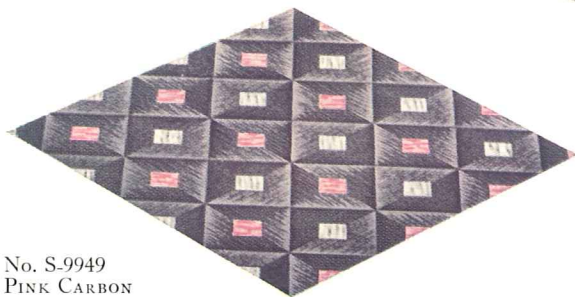
Gleaming durable plastic is artfully incorporated in Bird Super Grade Yard Goods and Seamless Floors in a special process, exclusively Bird's, known as "plastic fortified." The result is longer wear, easier cleaning, clearer colors . . . to give years of added satisfaction. Not just a final thin protective coating to peel or crack and wear away, the tough plastic ingredient encloses each enamel particle with extra strength, finer smoothness, more sparkling hues.

Plastic fortified means super built-in quality. Plastic fortified means fortified value.

Diamond Tile



No. S-9944
FIRE-AND-ICE
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3944, 2 yds.
No. 1944, 3 yds.
No. 9944, 4 yds.



No. S-9949
PINK CARBON
Seamless Floors:
12 x 12 and 12 x 15
Yard Goods — widths:
No. 3949, 2 yds.
No. 1949, 3 yds.
No. 9949, 4 yds.

A DESIGN OF CHARACTER which draws its strength from contrasts, Diamond Tile is a pattern of sharpness and gentleness, of crisp angles and soft depths, of bright and dark casts. Distinctly modern, it preserves a classic simplicity in its smooth rhythmical design to lend grace and harmony to a room.

Bird Wall Covering

For older rooms that cry for brightening . . . for new rooms that need a glistening finished air, hardy Bird wall covering is the expert's choice. For Bird wall coverings in bright exhilarating colors with pleasant pearly sheen bespeak the modern touch as few other materials do. The pattern is a handsome replica of costly tile.

Bird wall coverings contain a thick clear layer of pure plastic — that durable material with the decorator look — on sturdy felt backing to give years of added wear. Dirt is sealed out, colors are sealed in. And the plastic smoothness affords easy cleaning by simply using a damp cloth.

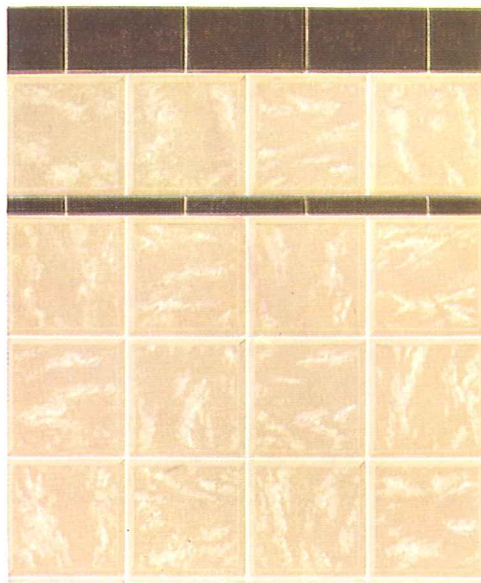
Bird wall covering is pliable, simple to work with, easily cut with scissors when ready to install. Many prefer to apply it themselves and save on installation costs.

Available in convenient 54-inch width, it is truly decorative beauty by the yard. And it's pleasantly inexpensive, such incomparable value at such a low, low price!



No. W-770

MINT GREEN



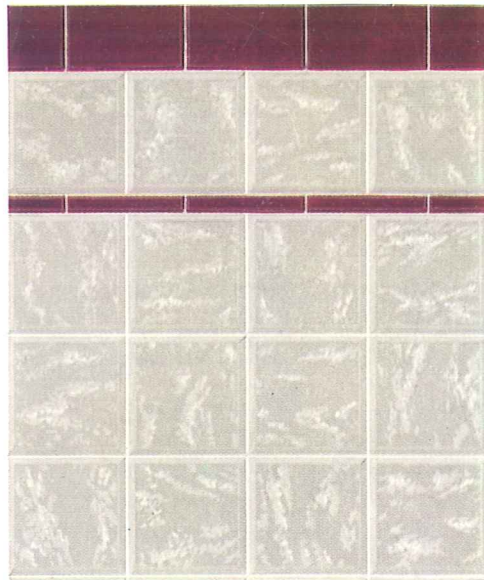
No. W-771

HONEY



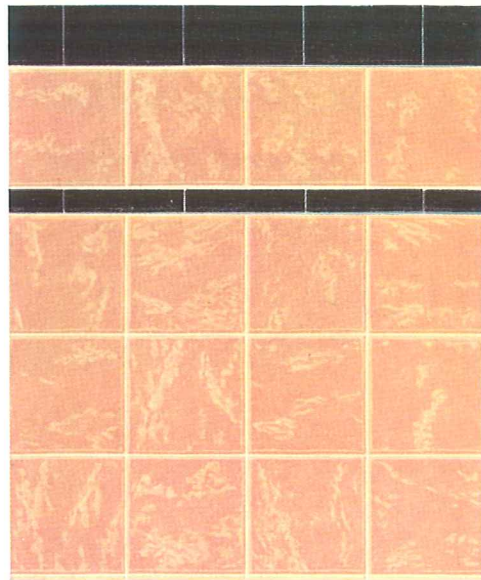
No. W-773

HORIZON BLUE



No. W-774

STERLING



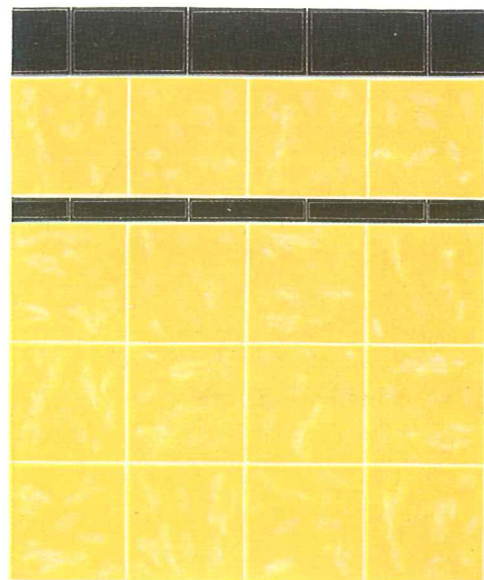
No. W-775

JUBILEE PEACH



No. W-776

DAWN GRAY



No. W-777

SUNSHINE YELLOW



No. W-778

CUPID PINK



No. W-779

SPRING GREEN

Bird Counter Cover

Bright casualness has come to the kitchen . . . and to bathroom decoration, playrooms and closets as well. No longer are shelves, table-tops, cupboards and counter-tops acceptable purely for their utilitarian functions. Modern decoration calls for large splashes of color to add enjoyment to living. Let's glow!

Nothing is quite so appropriate in creating this mood magic as Bird's Plastic Surface Counter Cover. There's a host of exciting hues in two handsome patterns — Mother of Pearl, to give added color interest — Linen, for that tweedy textured look. They blend to perfection with modern decor.

Bird Plastic Surface Counter Cover is of sturdy plastic composition, and wears well . . . a protection for finished surfaces and for the fine glassware and china that will rest thereon. Unusual smoothness makes it look smart, feel inviting, repel dirt and stains. And it cleans with the mere swish of a damp cloth.

Bird Plastic Surface Counter Cover is inexpensive . . . tremendous value. Available in convenient widths of 27 or 36 inches, its flexible nature makes it easily cut with scissors, simple to install.

It's the perfect happy answer to the most stubborn decorative problem. It's so adept in creating beauty and convenience throughout the home.

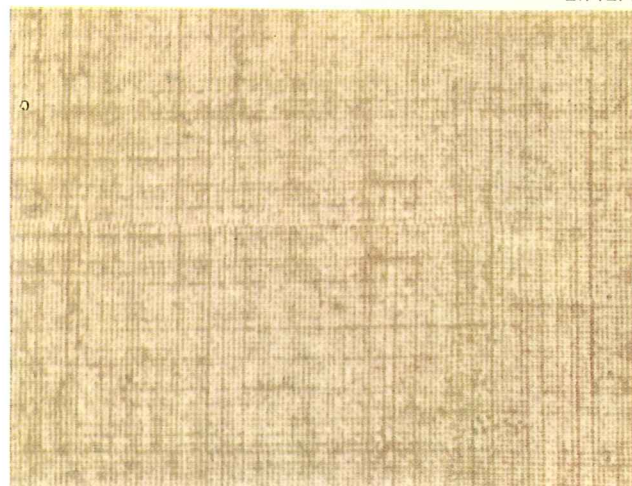
BIRD PLASTIC SURFACE COUNTER COVER

MOTHER OF PEARL

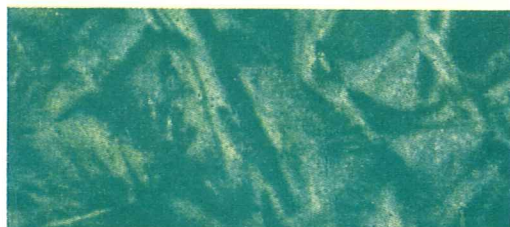
LINEN



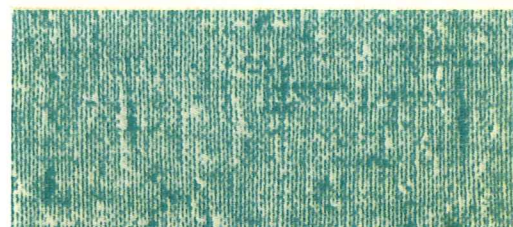
No. C-785



No. C-791



No. C-780



No. C-790



No. C-783



No. C-795



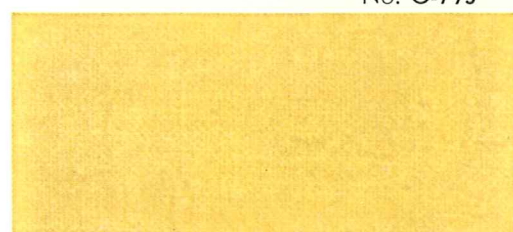
No. C-787



No. C-793



No. C-784

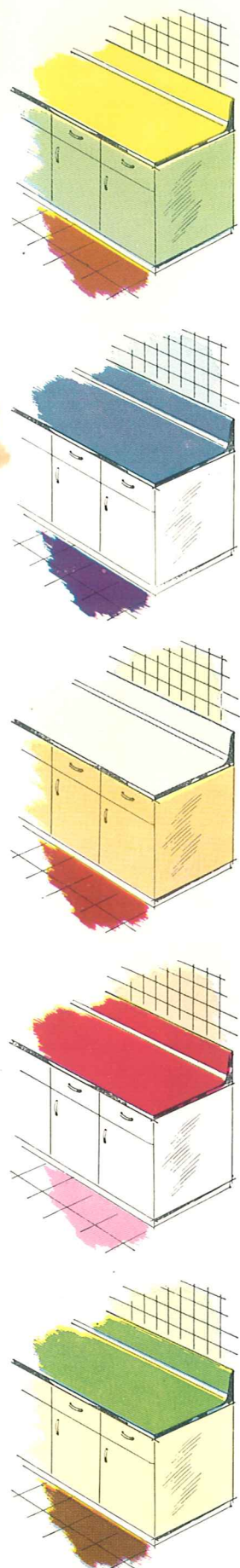


No. C-797



No. C-794

Available in 27"
and 36" widths.



Bird Rug Border

New homes where finished floors are for the future . . . older homes where floors have become scarred and drab . . . beautiful floors that need protection from rough-and-tumble wear. . . . Give them the richness of the finest hardwood floors with Bird Rug Border.

Natural wood textures, captured with fidelity to detail, bestow the traditional look of restfulness and charm . . . create new interest and convenience throughout the home. High gloss gives floors a smoothly polished look . . . makes rooms crisply clean.

Bird Rug Border in four serviceable widths, can be used as wall-to-wall floor covering with small rugs for accent. Or it can be used to cover the bare floor surface from rug to wall.

Easy to care for, the smooth finish repels dirt, makes cleaning easy. Economical to buy, practical to maintain, serves the owner well.

Bird Rug Border is truly the floor covering of comfort, economy and convenience. Always in good taste.



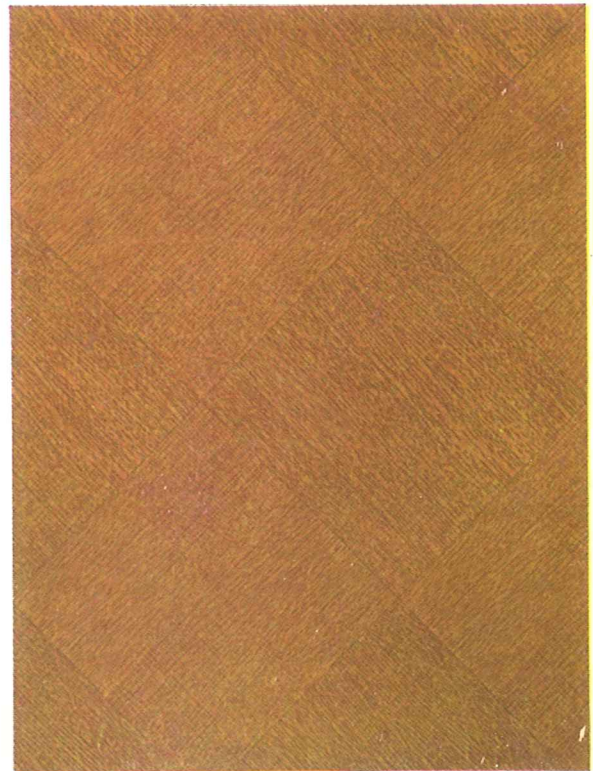
No. 124 24", 36", 72", 108" Widths



No. 126 24", 36", 72", 108" Widths



No. 152 24", 36", 72", 108" Widths



No. 153 24", 36", 72", 108" Widths

Rubberlike

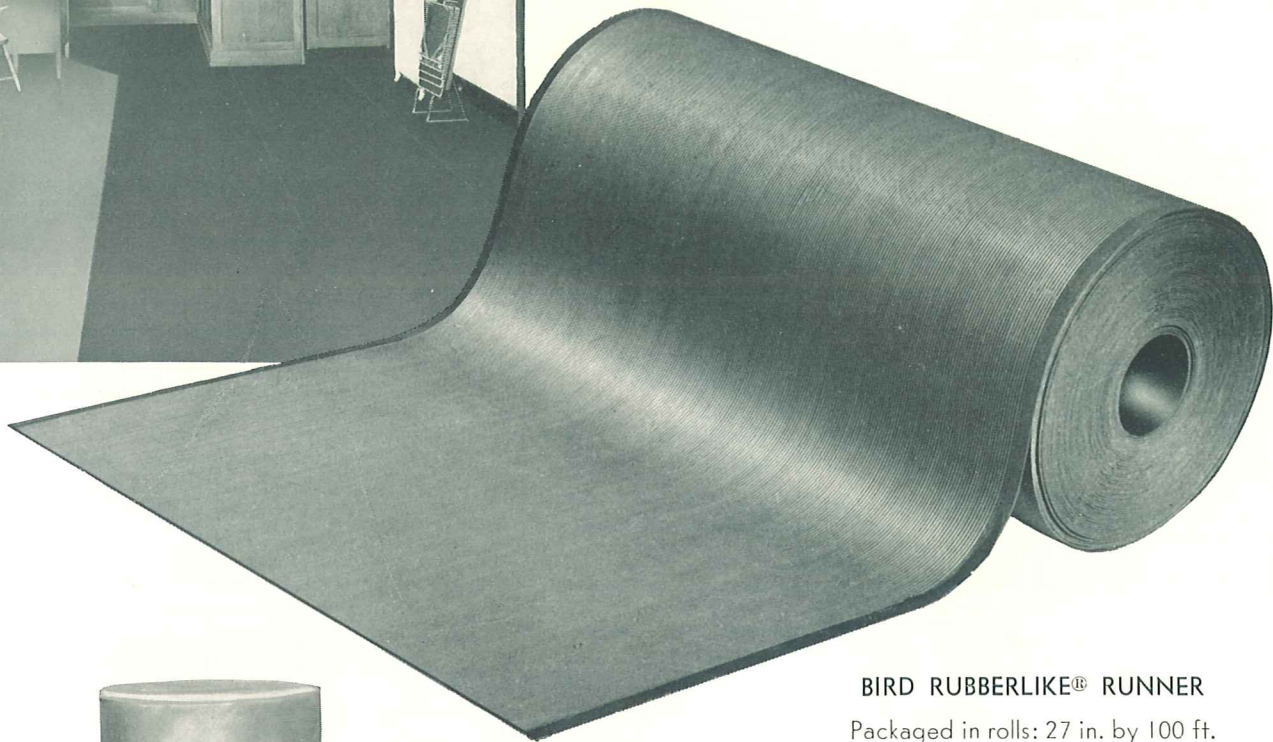
Wherever there's exceptional wear on floors, danger of slipping, worn or splintered spots — Bird Rubberlike Runner, the heavy duty floor protector, is ready to provide longer lasting service at one-third the cost. This sturdily built runner is made to absorb punishment, take the brunt of the load, and save the floor underneath. Its deeply corrugated surface gives firm footing, prevents accidents, lessens foot fatigue. Because it channels traffic, dirt does not spread to surrounding areas — is easily removed. Bird Rubberlike Runner wears for years, lies flat without cementing, costs but pennies. Ideal for home, store, office, factory, institution.

Bird Rubberlike Stair Treads . . . of the same fine Rubberlike quality . . . are available in attractive narrow-ribbed design in size 9" x 18".



Lining Felts

Made in one solid layer of strong, densely-packed and interlaced fibres, Bird Lining Felts make a long-lasting, resilient base for any permanent floor covering. They help to smooth out unevenness of floor beneath, provide a warmer, quieter floor, distribute wear equally and absorb much of the punishment. Bird Lining Felts accept cement and paste readily, providing a tight union between floor and floor covering which helps preserve its life. Bird Saturated Felts have an asphalt saturant added which increases resistance to moisture and supplies even greater strength. They are exceptionally adaptable for use under rubber and asphalt tile.



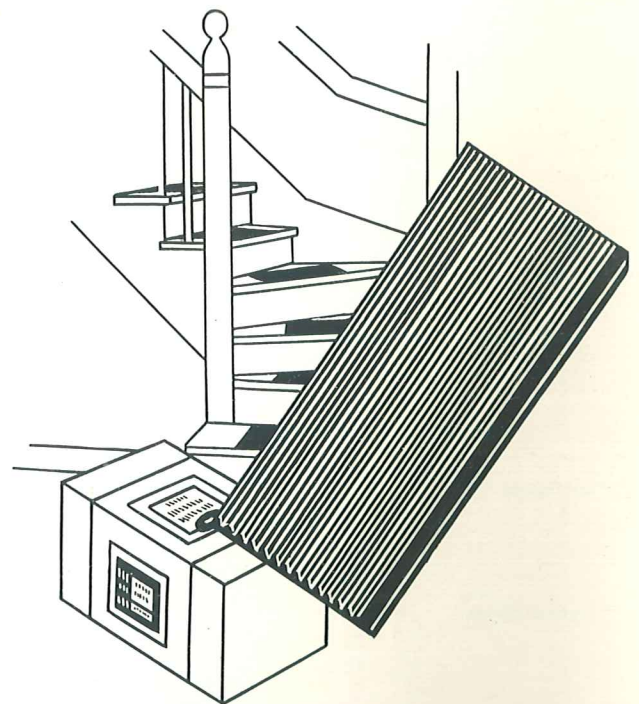
BIRD RUBBERLIKE® RUNNER

Packaged in rolls: 27 in. by 100 ft.
and 36 in. by 75 ft. . . . BLACK ONLY.



BIRD LINING FELTS

BIRD $\frac{3}{4}$ LB. DRY LINING FELT — the best felt for use under linoleum.
BIRD SEMI-SATURATED LINING FELT — a good felt for use under linoleum.
BIRD NO. 15 SATURATED LINING FELT — for use with asphalt and rubber tile as specified.



BIRD RUBBERLIKE® STAIR TREADS

9" x 18" — Packaged $\frac{1}{2}$ gross per case.

INSTRUCTIONS FOR THE MAINTENANCE OF BIRD FLOOR COVERINGS

1. BIRD LINOLEUM ON FLOORS

Cleaning:

Bird Linoleum stays clean without excessive washing. When necessary to clean, wash the entire floor with a mild soap and water. Stubborn dirt spots may be removed with a mild abrasive such as Bon-Ami or by rubbing lightly with fine steel wool. After washing, rinse with clean water and mop dry. Do not use an excess of water. Never use strong soaps, alkalies, or cleaners containing solvents.

Wax Application:

When the Linoleum is dry, apply an approved self-polishing water wax with a soft cloth or commercial applicator. Spread the wax in a thin, even layer, with strokes in one direction. Allow the wax to dry for 30 minutes. A second coat of wax may be necessary on floors subjected to heavy traffic, but the second coat should not be applied until after the first coat of wax is thoroughly dry.

Warning:

Never use paste waxes, plastic finishes, varnishes or shellac as a protective coating for Bird Linoleum on floors.

Maintenance:

Floors which are daily cleaned with a dry mop to remove surface dirt and dust will require less frequent washing and scrubbing with soap and water. Heavy traffic areas should be waxed each week; other areas less frequently. Always apply a protective coating of wax after washing with soap and water.

Protection of Linoleum:

Legs of chairs, tables, and desks should be equipped with large-diameter casters and gliders to prevent unsightly dents and permanent scars on the Linoleum.

We recommend for ordinary chairs a swivel-type rest with a 1½" diameter flat base; for swivel chairs, a soft rubber tread caster wheel 2" in diameter by ⅞" face. Furniture legs should be set in cups or be protected with flat base slides 1½" in diameter. This type of equipment is made by various manufacturers.

We also recommend the following types of floor protection equipment as manufactured by the Bassick Company:

Light, medium and heavy chairs — NR-2, NR-3, NR-4, NR-20, NR-30, NR-40.

Office chairs with swivel ball bearing casters — 9696 "Baco".

Furniture legs — Nomar cups NDC-6, NDC-7, NDC-125, NDC-225, NDC-325, CG-91, CG-92, CG-93.

2. BIRD LINOLEUM ON COUNTER TOPS

Clean the counter top with soap and water to remove all grease and dirt. Rinse with clean water and dry. Wax the surface with a paste wax and rub well into the surface. Allow wax to dry for 30 minutes and then buff with a soft, dry cloth.

All fruit and vegetable juices as well as alkalies and strong soaps should be immediately wiped off of counter tops to prevent discoloration of the Linoleum. Do not set hot dishes or hot pans directly on the Linoleum counter top.

3. BIRD ENAMEL SURFACE RUGS AND FLOOR COVERINGS

It is very seldom necessary to scrub enamel surface floor coverings. In fact, it is possible to wash more enamel away with strong, abrasive soaps than it is to wear it off. The usual amount of dust and dirt can be removed with a dry or water-dampened mop. Never use an oiled mop. Abnormal accumulation of dirt can usually be removed with a mild soap, after which a rinse with clear, warm water is necessary.

Stubborn marks can be removed with a mild abrasive soap. Use only on the spot to be cleaned, then wash with mild soap followed by a clear, warm water rinse.

Range oil, grease or similar substances are very harmful and must be wiped up as soon as possible after being spilled.

As a protective coating use only a good grade of self-polishing wax, applied in a thin coat. Do not use any varnish, shellac or similar coatings on enamel surface floor covering. These tend to discolor the surface and will show wear in traffic lanes which cannot be touched up.

Dome type furniture rests or small casters should not be used on furniture placed on hard surface floor covering since deep dents will result. Used on chairs, they may actually tear the floor covering. Use only the flat type of furniture rests. For household use, the Bassick Cushion Type CG-92 or the flat drive-on type NR-3 is recommended.

If buckling occurs under heavy furniture or against any vertical surface, it should be relieved by moving the furniture from its position until the bulge flattens, or by cutting excess material at the vertical surface.

Protruding shoe nails will mark and dent the enamel surface.

APPROXIMATE SHIPPING WEIGHTS AND YARDAGES

SUPER GRADE		Yardage	Weight			Yardage	Weight
Rugs	9 x 15	15 sq. yds.	55 lbs.	Plastic Surface Counter Cover	27"	108 lin. ft.	75 lbs.
	9 x 12	12 sq. yds.	44 lbs.		36"	99 lin. ft.	91 lbs.
	9 x 10½	10½ sq. yds.	39 lbs.	Bird Rug Border	24"	58 lin. yds.	100 lbs.
	7½ x 9	7½ sq. yds.	28 lbs.		36"	57 sq. yds.	145 lbs.
	6 x 9	6 sq. yds.	22 lbs.		72"	68 sq. yds.	173 lbs.
Yard Goods	8/4	58 sq. yds.	196 lbs.		108"	80 sq. yds.	206 lbs.
	12/4	90 sq. yds.	304 lbs.	Linoleum Super Grade	8/4	54 sq. yds.	309 lbs.
	16/4	112 sq. yds.	409 lbs.		9 x 9 Tile	45 sq. ft. (case)	29 lbs.
Seamless Floors	12 x 12	16 sq. yds.	63 lbs.	Quality Grade	8/4	58 sq. yds.	260 lbs.
	12 x 15	20 sq. yds.	79 lbs.		9 x 9 Tile	45 sq. ft. (case)	22 lbs.
	12 x 18	24 sq. yds.	90 lbs.	Rubberlike Runner	27"	33½ lin. yds.	113 lbs.
Quality Grade Rugs	9 x 15	15 sq. yds.	38 lbs.		36"	25 sq. yds.	120 lbs.
	9 x 12	12 sq. yds.	30 lbs.	Stair Treads	9" x 18"	½ gross	45 lbs.
	9 x 10½	10½ sq. yds.	27 lbs.				
	7½ x 9	7½ sq. yds.	20 lbs.	Lining Felt	¾# Dry	50 sq. yds.	42 lbs.
	6 x 9	6 sq. yds.	17 lbs.		Semi-Sat.	50 sq. yds.	48 lbs.
Plastic Surface Wall Covering 54"		90 lin. ft.	124 lbs.		#15 Sat.	50 sq. yds.	63 lbs.



1120
150-0
1670